

CONGRES DE L'UNPT & SALON PRO POM' 2026

DATE: Thursday, January 29, 2026
LOCATION: Saint-Laurent-Blangy, Hauts-de-France, FR

Event Description

CONGRES DE L'UNPT & SALON PRO POM' 2026 is a premier expos event in Saint-Laurent-Blangy. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 37/100

Expected Attendance: 221 people

Event ID: 4QkvPgKLSNxjWqs57o

Hotel Demand Indicators

ADR Impact Index: 4.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 88 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.