

Cosmet'Agora

DATE: Tuesday, January 13, 2026
LOCATION: Paris, Île-de-France, FR

Event Description

Cosmet'Agora is a premier expos event in Paris. 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: 64/100

Expected Attendance: 4,920 people

Event ID: AHApMfo7EowGzfM7za

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,968 across all properties

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