

DANY BRILLANT

DATE: Thursday, September 4, 2025
LOCATION: Aix-en-Provence, Provence-Alpes-Côte d'Azur, FR

Event Description

DANY BRILLANT is a premier concerts event in Aix-en-Provence. 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: concerts

Importance Rank: 40/100

Expected Attendance: 301 people

Event ID: Hq6DT9vKEHomKbvkWz

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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