

# D'autres champs, d'autres villes: une réponse à la sixième extinction

DATE: Tuesday, October 7, 2025  
LOCATION: Marseille, Provence-Alpes-Côte d'Azur, FR

## Event Description

D'autres champs, d'autres villes: une réponse à la sixième extinction is a premier conferences event in Marseille. 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:** conferences

**Importance Rank:** 32/100

**Expected Attendance:** 131 people

**Event ID:** 6Y6AERmKg4oEneCUf7

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 52 across all properties

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