

Deluxe and Christine

DATE: Friday, October 24, 2025
LOCATION: Saint-Nazaire, Pays de la Loire, FR

Event Description

Deluxe and Christine is a premier concerts event in Saint-Nazaire. 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: 55/100

Expected Attendance: 1,760 people

Event ID: CEseSmjLcHnX7847cG

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 704 across all properties

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