

DEMAYÄ

DATE: Friday, August 15, 2025
LOCATION: Pornichet, Pays de la Loire, FR

Event Description

DEMAYÄ is a premier concerts event in Pornichet. 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: 51/100

Expected Attendance: 1,132 people

Event ID: 9AvD7vCUPbadiCckT2

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 453 across all properties

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

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Document generated on 6/3/2026, 10:10:43 PM