

# DERNIER GALA AVANT L'IA

DATE: Friday, January 30, 2026  
LOCATION: Lille, Hauts-de-France, FR

## Event Description

DERNIER GALA AVANT L'IA is a premier performing-arts event in Lille. 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:** performing-arts

**Importance Rank:** 48/100

**Expected Attendance:** 750 people

**Event ID:** VtB7CPgHzXtbQbHwjY

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 300 across all properties

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