

Design & territoire : engager les citoyens par l'émotion

DATE: Monday, September 15, 2025
LOCATION: Saint-Malo, Bretagne, FR

Event Description

Design & territoire : engager les citoyens par l'émotion is a premier conferences event in Saint-Malo. 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: 24/100

Expected Attendance: 53 people

Event ID: GSzNNqe9w7uzRiGpcs

Hotel Demand Indicators

ADR Impact Index: 3.5x 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: 21 across all properties

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