

DUB ON THE DOCKS

DATE: Saturday, September 27, 2025
LOCATION: Boulogne-sur-Mer, Hauts-de-France, FR

Event Description

DUB ON THE DOCKS is a premier concerts event in Boulogne-sur-Mer. 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: 60/100

Expected Attendance: 3,000 people

Event ID: ACdDxWfUcNd5xhtirV

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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