

# Eiffel and Cachemire

DATE: Saturday, September 27, 2025

LOCATION: Béziers, FR

## Event Description

Eiffel and Cachemire is a premier concerts event in Béziers. 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:** 46/100

**Expected Attendance:** 607 people

**Event ID:** FYP74h8hvp6GmZraky

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 243 across all properties

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

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<https://becircadian.com/events/eiffel-and-cachemire>

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