

El Desperado and Advanced Dealer

DATE: Friday, August 22, 2025
LOCATION: Lyon, Auvergne-Rhône-Alpes, FR

Event Description

El Desperado and Advanced Dealer is a premier concerts event in Lyon. 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: 53/100

Expected Attendance: 1,346 people

Event ID: ACV6bXn2aHSopGSRhU

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 538 across all properties

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