

En Résidence Secondaire 2025

DATE: Saturday, October 25, 2025
LOCATION: Montbéliard, Bourgogne-Franche-Comté, FR

Event Description

En Résidence Secondaire 2025 is a premier concerts event in Montbéliard. 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: 66/100

Expected Attendance: 6,324 people

Event ID: Gx2p4vs0o8CN7ePRp3

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,530 across all properties

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