

FESTIVAL LUMIÈRES DE LOIRE

DATE: Saturday, August 16, 2025
LOCATION: Beaugency, Centre-Val de Loire, FR

Event Description

FESTIVAL LUMIÈRES DE LOIRE is a premier performing-arts event in Beaugency. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: CxkSNGw74yWrmXACNA

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 4,000 across all properties

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