

FESTIVAL 'MOTS-ZIK SOUS LES PINS'

DATE: Friday, November 7, 2025
LOCATION: Saint-Jacut-les-Pins, Bretagne, FR

Event Description

FESTIVAL 'MOTS-ZIK SOUS LES PINS' is a premier festivals event in Saint-Jacut-les-Pins. 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: festivals

Importance Rank: 39/100

Expected Attendance: 267 people

Event ID: E8xbXoq2KQGCF3vKMk

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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