

FESTIVAL PLEIN AIR - 1 JOUR

DATE: Sunday, August 31, 2025
LOCATION: Douai, Hauts-de-France, FR

Event Description

FESTIVAL PLEIN AIR - 1 JOUR is a premier festivals event in Douai. 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: 40/100

Expected Attendance: 308 people

Event ID: 6rb7FdaBacddQzAq62

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 123 across all properties

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