

FESTIVAL SPIRIT IN BLACK: - FESTIVAL SPIRIT IN BLACK - DAY 2

DATE: Saturday, August 16, 2025
LOCATION: Colmar, Grand Est, FR

Event Description

FESTIVAL SPIRIT IN BLACK: - FESTIVAL SPIRIT IN BLACK - DAY 2 is a premier festivals event in Colmar. 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: 38/100
Expected Attendance: 259 people
Event ID: 3KHtBU6XLCNmPsTzu6

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 104 across all properties

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