

# [Flupa Normandie] Viens créer ton serious game !

DATE: Tuesday, January 20, 2026  
LOCATION: Rouen, Normandie, FR

---

## Event Description

[Flupa Normandie] Viens créer ton serious game ! is a premier conferences event in Rouen. 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:** conferences

**Importance Rank:** 28/100

**Expected Attendance:** 76 people

**Event ID:** J2QiXcsZ6jDSZ6UjVF

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 30 across all properties

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

---