

Forum EMC2

DATE: Tuesday, October 14, 2025
LOCATION: Saint-Herblain, Pays de la Loire, FR

Event Description

Forum EMC2 is a premier conferences event in Saint-Herblain. 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: 43/100

Expected Attendance: 424 people

Event ID: Co6stTJCfHBDtrm7Xi

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 170 across all properties

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