

Friedberg

DATE: Saturday, November 8, 2025
LOCATION: La Roche-sur-Yon, Pays de la Loire, FR

Event Description

Friedberg is a premier concerts event in La Roche-sur-Yon. 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: concerts

Importance Rank: 55/100

Expected Attendance: 1,793 people

Event ID: H2hCtFi93yEhC4od6b

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 717 across all properties

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