

# Gallowstreet, NCY Milky Band, and DJ Hyperlax

DATE: Friday, October 3, 2025  
LOCATION: Nancy, Grand Est, FR

## Event Description

Gallowstreet, NCY Milky Band, and DJ Hyperlax is a premier festivals event in Nancy. 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:** 59/100

**Expected Attendance:** 2,757 people

**Event ID:** 7vLtwSNrjVSV4CLVUT

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,103 across all properties

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