

Gilbert Montagne

DATE: Saturday, September 20, 2025
LOCATION: Sanary-sur-Mer, Provence-Alpes-Côte d'Azur, FR

Event Description

Gilbert Montagne is a premier concerts event in Sanary-sur-Mer. 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: 47/100

Expected Attendance: 727 people

Event ID: 5MG8cXEzi7E9UhTWnG

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 291 across all properties

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