

GRAMA @ Lyon - 1er arrondissement

DATE: Friday, August 29, 2025
LOCATION: Lyon, Auvergne-Rhône-Alpes, FR

Event Description

GRAMA @ Lyon - 1er arrondissement is a premier expos event in Lyon. 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: expos

Importance Rank: 56/100

Expected Attendance: 2,037 people

Event ID: CKAskQQ6zowJizgiFy

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 815 across all properties

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

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