

Grande Vente de Plantes - Lille

DATE: Friday, October 31, 2025
LOCATION: Lille, Hauts-de-France, FR

Event Description

Grande Vente de Plantes - Lille is a premier festivals event in Lille. 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: 53/100

Expected Attendance: 1,429 people

Event ID: EosTUBAS9DwUL27EDN

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 572 across all properties

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

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