

Grande Vente de Plantes - Saint-Germain-en-Laye

DATE: Friday, October 3, 2025
LOCATION: Saint-Germain-en-Laye, Île-de-France, FR

Event Description

Grande Vente de Plantes - Saint-Germain-en-Laye is a premier festivals event in Saint-Germain-en-Laye. 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: 57/100

Expected Attendance: 2,193 people

Event ID: 5dRgCxgyWJuqb2kPZQ

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: 877 across all properties

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