

Grande Vente de Plantes - Tours

DATE: Friday, November 14, 2025
LOCATION: Tours, Centre-Val de Loire, FR

Event Description

Grande Vente de Plantes - Tours is a premier expos event in Tours. 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: 52/100

Expected Attendance: 1,321 people

Event ID: dvoo3M5EfDhg969Vqd

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 528 across all properties

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