

Grissini Project

DATE: Saturday, January 24, 2026
LOCATION: Aix-en-Provence, Provence-Alpes-Côte d'Azur, FR

Event Description

Grissini Project is a premier community event in Aix-en-Provence. 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: community

Importance Rank: 26/100

Expected Attendance: 64 people

Event ID: 4keHTuX4oYMEkkhWLi

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 26 across all properties

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