

HATIK and Zélie

DATE: Friday, September 12, 2025
LOCATION: Pierre-Bénite, Auvergne-Rhône-Alpes, FR

Event Description

HATIK and Zélie is a premier concerts event in Pierre-Bénite. 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: concerts

Importance Rank: 52/100

Expected Attendance: 1,275 people

Event ID: GzdBrH7MbuFv9ghGtK

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: 510 across all properties

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