

Hiver numérique, flocon unique en 3D

DATE: Tuesday, December 16, 2025
LOCATION: Aire-sur-la-Lys, Hauts-de-France, FR

Event Description

Hiver numérique, flocon unique en 3D is a premier conferences event in Aire-sur-la-Lys. 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: conferences

Importance Rank: 28/100

Expected Attendance: 76 people

Event ID: 8Lh6hWFNUFTRKPDmfv

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 30 across all properties

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