

HMI

DATE: Saturday, September 27, 2025
LOCATION: Boulogne-Billancourt, Île-de-France, FR

Event Description

HMI is a premier concerts event in Boulogne-Billancourt. 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: 65/100

Expected Attendance: 5,931 people

Event ID: FUz3RnBNCfZE363W4c

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,372 across all properties

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