

# Imarhan and Syna Awel

DATE: Wednesday, October 15, 2025

LOCATION: Toulouse, Occitanie, FR

## Event Description

Imarhan and Syna Awel is a premier festivals event in Toulouse. 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:** festivals

**Importance Rank:** 46/100

**Expected Attendance:** 600 people

**Event ID:** G36eyr54oRAGupSXmg

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 240 across all properties

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