

Irene Dresel

DATE: Tuesday, November 18, 2025
LOCATION: Nantes, Pays de la Loire, FR

Event Description

Irene Dresel is a premier festivals event in Nantes. 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: 52/100

Expected Attendance: 1,200 people

Event ID: Bnj2V6fHU2giWDQuti

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: 480 across all properties

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