

Johan and Cimai

DATE: Friday, September 12, 2025
LOCATION: Hallennes-lez-Haubourdin, Hauts-de-France, FR

Event Description

Johan and Cimai is a premier concerts event in Hallennes-lez-Haubourdin. 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: 49/100

Expected Attendance: 864 people

Event ID: 6ESLJhvUKvmrfBGAjC

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 346 across all properties

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