

# Journée d'étude France Design Week Loire Valley 2025 : " Design utile "

DATE: Monday, September 22, 2025  
LOCATION: Tours, Centre-Val de Loire, FR

## Event Description

Journée d'étude France Design Week Loire Valley 2025 : " Design utile " is a premier conferences event in Tours. 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:** 41/100

**Expected Attendance:** 357 people

**Event ID:** 3eqrWLLKuMjAjeMk4BD

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 143 across all properties

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