

Journée portes ouvertes Imerys St Bauzile

DATE: Saturday, October 4, 2025
LOCATION: Saint-Bauzile, Auvergne-Rhône-Alpes, FR

Event Description

Journée portes ouvertes Imerys St Bauzile is a premier expos event in Saint-Bauzile. 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: expos

Importance Rank: 55/100

Expected Attendance: 1,850 people

Event ID: CoKtTMdSsqc7PZShwX

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 740 across all properties

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