

# Journée portes ouvertes MORPHOBURO Éguilles

DATE: Thursday, August 28, 2025  
LOCATION: Éguilles, Provence-Alpes-Côte d'Azur, FR

## Event Description

Journée portes ouvertes MORPHOBURO Éguilles is a premier expos event in Éguilles. 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:** 49/100

**Expected Attendance:** 937 people

**Event ID:** 8k9cLTTXbrEkgMepgv

## 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:** 375 across all properties

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