

# Journée + soirée Santé Mentale - Cultivons nos liens

DATE: Friday, October 3, 2025  
LOCATION: Saint-Herblain, Pays de la Loire, FR

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## Event Description

Journée + soirée Santé Mentale - Cultivons nos liens is a premier conferences event in Saint-Herblain. 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:** 40/100

**Expected Attendance:** 329 people

**Event ID:** BbUKM2XwySpnzN9Ywb

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 132 across all properties

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

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Document generated on 6/4/2026, 11:26:47 AM