

Journées nationales de l'architecture

DATE: Sunday, October 19, 2025
LOCATION: Saint-Laurent-les-Tours, Occitanie, FR

Event Description

Journées nationales de l'architecture is a premier conferences event in Saint-Laurent-les-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: 22/100

Expected Attendance: 42 people

Event ID: 6LaEQCXhcFagRvVNzn

Hotel Demand Indicators

ADR Impact Index: 3.4x 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: 17 across all properties

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