

Just 7€ Beauty

DATE: Friday, November 7, 2025
LOCATION: Paris, Île-de-France, FR

Event Description

Just 7€ Beauty is a premier expos event in Paris. 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: 71/100

Expected Attendance: 10,738 people

Event ID: 6FyBppaaZW2YQeS89b

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,295 across all properties

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