

KO KO MO

DATE: Thursday, October 23, 2025
LOCATION: Hérouville-Saint-Clair, Normandie, FR

Event Description

KO KO MO is a premier concerts event in Hérouville-Saint-Clair. 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: concerts

Importance Rank: 39/100

Expected Attendance: 274 people

Event ID: 5izLGo9GXZAemEBttS

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 across all properties

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