

LA GRANDE BORDEE 2025 - PASS 2 JOURS - PASS 2 JOURS

DATE: Thursday, August 14, 2025
LOCATION: Les Sables-d'Olonne, Pays de la Loire, FR

Event Description

LA GRANDE BORDEE 2025 - PASS 2 JOURS - PASS 2 JOURS is a premier concerts event in Les Sables-d'Olonne. 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: 47/100

Expected Attendance: 671 people

Event ID: Hfdg8fK2thMMiW63MQ

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 268 across all properties

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

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