

Lancement des Maraissés

DATE: Saturday, September 27, 2025

LOCATION: Paris, Île-de-France, FR

Event Description

Lancement des Maraissés is a premier festivals 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: festivals

Importance Rank: 46/100

Expected Attendance: 603 people

Event ID: FR8HpcCtvmXBYUVGgM

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 241 across all properties

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