

L'Arbre de Vie en Mouvement

DATE: Sunday, September 21, 2025
LOCATION: Rouperroux-le-Coquet, Pays de la Loire, FR

Event Description

L'Arbre de Vie en Mouvement is a premier festivals event in Rouperroux-le-Coquet. 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: 37/100

Expected Attendance: 223 people

Event ID: EAHdnFq8PEuU2hhEFq

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 89 across all properties

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