

LAYLA BENITEZ, ZAMNA SOUNDSYSTEM, Deer Jade, and 2 others

DATE: Saturday, August 16, 2025
LOCATION: Le Barcarès, Occitanie, FR

Event Description

LAYLA BENITEZ, ZAMNA SOUNDSYSTEM, Deer Jade, and 2 others is a premier concerts event in Le Barcarès. 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: 51/100
Expected Attendance: 1,171 people
Event ID: 7hfufQKHPqUWdbvsTn

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 468 across all properties

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