

LE POP UP SECONDE MAIN DE LA RENTREE !

DATE: Wednesday, September 17, 2025
LOCATION: Lyon, Auvergne-Rhône-Alpes, FR

Event Description

LE POP UP SECONDE MAIN DE LA RENTREE ! is a premier expos event in Lyon. 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: expos

Importance Rank: 64/100

Expected Attendance: 4,992 people

Event ID: FR23PjQcX8mymtpnL7

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,997 across all properties

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

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