

LES BELLES JOURNEES - PASS 2 JOURS - PASS 2 JOURS

DATE: Thursday, September 4, 2025
LOCATION: Bourgoin-Jallieu, Auvergne-Rhône-Alpes, FR

Event Description

LES BELLES JOURNEES - PASS 2 JOURS - PASS 2 JOURS is a premier concerts event in Bourgoin-Jallieu. 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: 39/100

Expected Attendance: 284 people

Event ID: BEZuYKzwW4QSCqQ7Jq

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 114 across all properties

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

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