

LES INCONTOURNABLES DE L'AJAL - LES INCONTOURNABLES DE L AJAL

DATE: Saturday, October 4, 2025
LOCATION: Castelmary, Occitanie, FR

Event Description

LES INCONTOURNABLES DE L'AJAL - LES INCONTOURNABLES DE L AJAL is a premier concerts event in Castelmary. 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: 50/100

Expected Attendance: 949 people

Event ID: 3QPLqkuG5LEuSZC4AU

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: 380 across all properties

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