

LES PRIMEURS DE CASTRES

DATE: Saturday, November 1, 2025

LOCATION: Castres, Occitanie, FR

Event Description

LES PRIMEURS DE CASTRES is a premier community event in Castres. 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: community

Importance Rank: 30/100

Expected Attendance: 96 people

Event ID: DvZy6A2Lzf83hGEUaZ

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 38 across all properties

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