

# LES PRIMEURS DE MASSY - LES PRIMEURS DE MASSY SOIR 1

DATE: Wednesday, October 29, 2025  
LOCATION: Massy, Île-de-France, FR

## Event Description

LES PRIMEURS DE MASSY - LES PRIMEURS DE MASSY SOIR 1 is a premier concerts event in Massy. 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:** 41/100

**Expected Attendance:** 374 people

**Event ID:** 5ce3P8BnkW9Mupv4qv

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 150 across all properties

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