

L'Heritage Goldman

DATE: Sunday, September 21, 2025
LOCATION: Bourg-en-Bresse, Rhône-Alpes, FR

Event Description

L'Heritage Goldman is a premier concerts event in Bourg-en-Bresse. 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: 42/100

Expected Attendance: 384 people

Event ID: 8Afb6QstABoVbTzvva

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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