

# LOCO CELLO

DATE: Thursday, October 23, 2025  
LOCATION: Arcachon, Aquitaine, FR

---

## Event Description

LOCO CELLO is a premier concerts event in Arcachon. 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:** 1,000 people

**Event ID:** D3GBG7qM2iWK27qzFN

## 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:** 400 across all properties

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

---