

M4UV3 AMSEUR

DATE: Friday, October 24, 2025
LOCATION: Bourgoin-Jallieu, Rhône-Alpes, FR

Event Description

M4UV3 AMSEUR is a premier concerts event in Bourgoin-Jallieu. 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: 44/100

Expected Attendance: 495 people

Event ID: FS4pHCGWWWhX4x88Rc8

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 198 across all properties

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