

Marcel DK, Milio Ruando, Juria, and Grave

DATE: Saturday, September 6, 2025
LOCATION: Balma, Occitanie, FR

Event Description

Marcel DK, Milio Ruando, Juria, and Grave is a premier concerts event in Balma. 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: 54/100

Expected Attendance: 1,625 people

Event ID: HWm4jusCgQt4Db5VoG

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 650 across all properties

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