

# Marche Rose

DATE: Saturday, October 18, 2025

LOCATION: Saint-Laurent-du-Cros, Provence-Alpes-Côte d'Azur, FR

## Event Description

Marche Rose is a premier festivals event in Saint-Laurent-du-Cros. 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:** festivals

**Importance Rank:** 42/100

**Expected Attendance:** 398 people

**Event ID:** 6My5DMU92t8PAFusMH

## 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:** 159 across all properties

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