

Marcus Miller and Freddy Loco

DATE: Wednesday, November 5, 2025
LOCATION: Aulnoye-Aymeries, Hauts-de-France, FR

Event Description

Marcus Miller and Freddy Loco is a premier concerts event in Aulnoye-Aymeries. 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: 53/100

Expected Attendance: 1,369 people

Event ID: 8yYqU99UFX2L2kPjGQ

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 548 across all properties

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

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