

Meet and Play Lyon (Villefranche sur Saone)

DATE: Saturday, December 13, 2025

LOCATION: Villefranche-sur-Saône, Auvergne-Rhône-Alpes, FR

Event Description

Meet and Play Lyon (Villefranche sur Saone) is a premier conferences event in Villefranche-sur-Saône. 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: conferences

Importance Rank: 40/100

Expected Attendance: 303 people

Event ID: E5NokoQnZjw2gftpKz

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 121 across all properties

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