

MERMONTINE - SOUS LES MERS

DATE: Wednesday, October 29, 2025
LOCATION: Vendôme, Centre-Val de Loire, FR

Event Description

MERMONTINE - SOUS LES MERS is a premier concerts event in Vendôme. 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: 42/100

Expected Attendance: 408 people

Event ID: 3xSoq2yEqqWVaRpHiG

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: 163 across all properties

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

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