

Mezerg and birrd

DATE: Friday, October 10, 2025
LOCATION: Saint-Malo, Bretagne, FR

Event Description

Mezerg and birrd is a premier concerts event in Saint-Malo. 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: 40/100

Expected Attendance: 329 people

Event ID: GD5CNvgPeHhYZAngS8

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: 132 across all properties

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