

Mica Millar

DATE: Wednesday, November 12, 2025
LOCATION: Jeumont, Hauts-de-France, FR

Event Description

Mica Millar is a premier festivals event in Jeumont. 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: 52/100

Expected Attendance: 1,283 people

Event ID: ELfteaqgpnRnUU6oLD

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 513 across all properties

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