

# MIDEM 2026

DATE: Tuesday, February 3, 2026  
LOCATION: Cannes, Provence-Alpes-Côte d'Azur, FR

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## Event Description

MIDEM 2026 is a premier expos event in Cannes. 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:** expos

**Importance Rank:** 72/100

**Expected Attendance:** 13,000 people

**Event ID:** 8YujvN9Q9iVimCKkKG

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,200 across all properties

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

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