

Miki and ERIC FLOres

DATE: Thursday, September 25, 2025

LOCATION: Saint-Malo, Bretagne, FR

Event Description

Miki and ERIC FLOres is a premier festivals 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,098 people

Event ID: FdEEVVMfjgypSkksb9

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 439 across all properties

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

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<https://becircadian.com/events/miki-and-eric-flores>

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