

# Millesime BIO

DATE: Sunday, January 25, 2026  
LOCATION: Pérols, Occitanie, FR

## Event Description

Millesime BIO is a premier expos event in Pérols. 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:** 70/100

**Expected Attendance:** 9,500 people

**Event ID:** FVHteBLYNdhkqwC5TT

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

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

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,800 across all properties

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