

Motivation, engagement, leadership : tout commence par vos mots !

DATE: Thursday, October 2, 2025
LOCATION: Roanne, Auvergne-Rhône-Alpes, FR

Event Description

Motivation, engagement, leadership : tout commence par vos mots ! is a premier conferences event in Roanne. 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: conferences

Importance Rank: 40/100

Expected Attendance: 304 people

Event ID: 46Nvrj9ae9V8RYsTV

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: 122 across all properties

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