

MOUNDRAG and Grandma's Ashes

DATE: Thursday, October 23, 2025
LOCATION: Saint-Brieuc, Bretagne, FR

Event Description

MOUNDRAG and Grandma's Ashes is a premier concerts event in Saint-Brieuc. 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: concerts

Importance Rank: 50/100

Expected Attendance: 1,023 people

Event ID: 7mzEfnKivWhik5siFZ

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: 409 across all properties

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