

NAMMA 2025 - Salon des métiers d'Art - 5ème édition

DATE: Friday, October 17, 2025
LOCATION: Terrasson-Lavilledieu, Nouvelle-Aquitaine, FR

Event Description

NAMMA 2025 - Salon des métiers d'Art - 5ème édition is a premier expos event in Terrasson-Lavilledieu. 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: 64/100
Expected Attendance: 5,259 people
Event ID: BM73s3RAzqH3xUFiF9

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,104 across all properties

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