

# Nej at Zenith de Dijon

DATE: Saturday, November 22, 2025  
LOCATION: Dijon, Bourgogne-Franche-Comté, FR

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## Event Description

Nej at Zenith de Dijon is a premier concerts event in Dijon. 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:** 65/100

**Expected Attendance:** 5,351 people

**Event ID:** 8sDkw3D45abXM8UuZU

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,140 across all properties

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

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