

New Candys, Miki, Feldup, and YARD

DATE: Thursday, September 25, 2025
LOCATION: Besançon, Bourgogne-Franche-Comté, FR

Event Description

New Candys, Miki, Feldup, and YARD is a premier festivals event in Besançon. 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: festivals

Importance Rank: 49/100

Expected Attendance: 901 people

Event ID: bGdGy9nXY5ZhZUjBxM

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 360 across all properties

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

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<https://becircadian.com/events/new-candys-miki-feldup-and-yard>

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