

Oai Star

DATE: Thursday, October 9, 2025

LOCATION: Aix-en-Provence, FR

Event Description

Oai Star is a premier concerts event in Aix-en-Provence. 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: 48/100

Expected Attendance: 816 people

Event ID: 5Tv2mhBjW9b5P7w552

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 326 across all properties

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