

Obsimo, Pouvoir Magique, A.k.o.b., and 3 others

DATE: Friday, August 22, 2025
LOCATION: Chalon-sur-Saône, Bourgogne-Franche-Comté, FR

Event Description

Obsimo, Pouvoir Magique, A.k.o.b., and 3 others is a premier festivals event in Chalon-sur-Saône. 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: 42/100

Expected Attendance: 380 people

Event ID: 8sQfa8Se3wGU3bVgVj

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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