

# Ouverture de la saison Culturelle: Entre lien et Chou

DATE: Friday, September 19, 2025  
LOCATION: Noyal-Châtillon-sur-Seiche, Bretagne, FR

## Event Description

Ouverture de la saison Culturelle: Entre lien et Chou is a premier concerts event in Noyal-Châtillon-sur-Seiche. 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:** 40/100

**Expected Attendance:** 321 people

**Event ID:** BCLWG9VnvcuosQjTvQ

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 128 across all properties

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