

Palf x ATLA - Pop up store & Masterclass

DATE: Friday, November 28, 2025
LOCATION: Paris, Île-de-France, FR

Event Description

Palf x ATLA - Pop up store & Masterclass is a premier conferences event in Paris. 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: conferences

Importance Rank: 41/100

Expected Attendance: 335 people

Event ID: 6PTVWz8BKH9NykF8p3

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 134 across all properties

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