

Paris Fashion Week: Paris Fashion Air - Day 2 - Runway Shows-Art-Showrooms

DATE: Thursday, October 2, 2025
LOCATION: Paris, Île-de-France, FR

Event Description

Paris Fashion Week: Paris Fashion Air - Day 2 - Runway Shows-Art-Showrooms is a premier expos 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: expos
Importance Rank: 47/100
Expected Attendance: 690 people
Event ID: GdCbYTrE8BW8bDsaEx

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 276 across all properties

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