

# PETIT DEJ PRO #57 - Réactiver sa base client dormante.

DATE: Friday, November 7, 2025  
LOCATION: Montlouis-sur-Loire, Centre-Val de Loire, FR

## Event Description

PETIT DEJ PRO #57 - Réactiver sa base client dormante. is a premier conferences event in Montlouis-sur-Loire. 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:** 25/100

**Expected Attendance:** 58 people

**Event ID:** GDfxEvEpY3qfCVfixV

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 23 across all properties

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