

Pink Martini

DATE: Thursday, September 11, 2025
LOCATION: Villars-les-Dombes, Auvergne-Rhône-Alpes, FR

Event Description

Pink Martini is a premier concerts event in Villars-les-Dombes. 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: 45/100

Expected Attendance: 539 people

Event ID: FcTCPuZmrHdmG68d7Z

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 216 across all properties

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