

# Pink Turns Blue, Echoberyl, and Incirrina

DATE: Friday, October 17, 2025  
LOCATION: Bordeaux, FR

## Event Description

Pink Turns Blue, Echoberyl, and Incirrina is a premier concerts event in Bordeaux. 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:** 44/100

**Expected Attendance:** 496 people

**Event ID:** 4HsX6NcHqY7JpjEMXs

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 198 across all properties

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