

# Place aux Artistes – Les Mercredis Musicaux de l'Été à l'Escale Borély

DATE: Wednesday, August 27, 2025  
LOCATION: Marseille, Provence-Alpes-Côte d'Azur, FR

---

## Event Description

Place aux Artistes – Les Mercredis Musicaux de l'Été à l'Escale Borély is a premier performing-arts event in Marseille. 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:** performing-arts

**Importance Rank:** 31/100

**Expected Attendance:** 111 people

**Event ID:** 5bJW8vpoJLbLXASF9q

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 44 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/place-aux-artistes-les-mercredis-musicaux-de-lt-lescale-borly>

Document generated on 6/4/2026, 1:01:03 PM