

Popgroup Meeting

DATE: Wednesday, January 7, 2026
LOCATION: Villeneuve-d'Ascq, Hauts-de-France, FR

Event Description

Popgroup Meeting is a premier conferences event in Villeneuve-d'Ascq. 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: 30/100

Expected Attendance: 100 people

Event ID: HxpqdLMigfXyWf2Nbo

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: 40 across all properties

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