

Prêts à booster votre stratégie marketing 2026 ? RDV le 14/10 à Lorient

DATE: Tuesday, October 14, 2025
LOCATION: Lorient, Bretagne, FR

Event Description

Prêts à booster votre stratégie marketing 2026 ? RDV le 14/10 à Lorient is a premier conferences event in Lorient. 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: 43/100

Expected Attendance: 423 people

Event ID: 54t3wTFZfMk4ujwSeP

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: 169 across all properties

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