

# PSARTEK Fripe x HUNGER: Pop-up store

DATE: Thursday, September 4, 2025  
LOCATION: Marseille, Provence-Alpes-Côte d'Azur, FR

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## Event Description

PSARTEK Fripe x HUNGER: Pop-up store is a premier expos 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:** expos

**Importance Rank:** 52/100

**Expected Attendance:** 1,281 people

**Event ID:** GWp3s8psxi3C3M9UXr

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 512 across all properties

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

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