

# Pure, DOUR, and Dasha

DATE: Saturday, October 25, 2025

LOCATION: Brest, Bretagne, FR

## Event Description

Pure, DOUR, and Dasha is a premier concerts event in Brest. 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:** 52/100

**Expected Attendance:** 1,276 people

**Event ID:** 5JME42bQ2SaoaLLfi2

## 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:** 510 across all properties

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

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<https://becircadian.com/events/pure-dour-and-dasha>

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