

Rentabilité : où sont vos "marges" de progrès ?

DATE: Thursday, October 23, 2025
LOCATION: Saint-Jacques-de-la-Lande, Bretagne, FR

Event Description

Rentabilité : où sont vos "marges" de progrès ? is a premier conferences event in Saint-Jacques-de-la-Lande. 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: 27/100

Expected Attendance: 70 people

Event ID: DmaEwg64HUxJcQcFV3

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 28 across all properties

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

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