

RILÈS

DATE: Thursday, January 15, 2026
LOCATION: Saint-Herblain, Pays de la Loire, FR

Event Description

RILÈS is a premier concerts event in Saint-Herblain. 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: 61/100

Expected Attendance: 3,504 people

Event ID: FR3442zsoGuvCKwqAg

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,402 across all properties

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