

Robert Finley and CHARB-ONBand

DATE: Wednesday, October 22, 2025

LOCATION: Balma, Occitanie, FR

Event Description

Robert Finley and CHARB-ONBand is a premier concerts event in Balma. 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: 53/100

Expected Attendance: 1,376 people

Event ID: iM2nzHsJaAcMmgJxGW

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 550 across all properties

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