

ROCKTOBEER FESTIVAL 2025

DATE: Thursday, September 18, 2025

LOCATION: Saint-Avé, Bretagne, FR

Event Description

ROCKTOBEER FESTIVAL 2025 is a premier festivals event in Saint-Avé. 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: festivals

Importance Rank: 38/100

Expected Attendance: 263 people

Event ID: BkVDjfXSGyh9VCS4rX

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 105 across all properties

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

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<https://becircadian.com/events/rocktobeer-festival-2025>

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