

# ROSE ROYAL

DATE: Sunday, September 14, 2025  
LOCATION: Paris, Île-de-France, FR

## Event Description

ROSE ROYAL is a premier performing-arts event in Paris. 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:** performing-arts  
**Importance Rank:** 52/100  
**Expected Attendance:** 1,219 people  
**Event ID:** A6c5qpeAdTgBQupDQt

## 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:** 488 across all properties

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