

Rêves Auto Sainte-Maxime

DATE: Saturday, September 27, 2025
LOCATION: Sainte-Maxime, Provence-Alpes-Côte d'Azur, FR

Event Description

Rêves Auto Sainte-Maxime is a premier festivals event in Sainte-Maxime. 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: 52/100

Expected Attendance: 1,298 people

Event ID: BBrExVEVqVTizNYGeg

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: 519 across all properties

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