

# Salon du développement personnel, bien-être, spiritualité - EVOLUAM

DATE: Saturday, September 27, 2025  
LOCATION: Nantes, Pays de la Loire, FR

## Event Description

Salon du développement personnel, bien-être, spiritualité - EVOLUAM is a premier expos event in Nantes. 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:** expos

**Importance Rank:** 57/100

**Expected Attendance:** 2,253 people

**Event ID:** 3BfJTvCodoG99QTc7C

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 901 across all properties

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