

Salon Habitat

DATE: Friday, October 3, 2025
LOCATION: Bourg-en-Bresse, Auvergne-Rhône-Alpes, FR

Event Description

Salon Habitat is a premier expos event in Bourg-en-Bresse. 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: 64/100

Expected Attendance: 5,000 people

Event ID: 5PrF3PiovFFmujk8gY

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,000 across all properties

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