

# Sara Landry

DATE: Saturday, September 13, 2025

LOCATION: Balma, Occitanie, FR

## Event Description

Sara Landry is a premier concerts event in Balma. 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:** concerts

**Importance Rank:** 54/100

**Expected Attendance:** 1,665 people

**Event ID:** jtovXFdmAzJ4ySxoX4

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 666 across all properties

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