

Saxon at Zénith Nantes Métropole

DATE: Friday, September 12, 2025
LOCATION: Saint-Herblain, Pays de la Loire, FR

Event Description

Saxon at Zénith Nantes Métropole is a premier concerts event in Saint-Herblain. 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: 56/100

Expected Attendance: 1,908 people

Event ID: 7sU3JXDdpA78xLzwBJ

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: 763 across all properties

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