

Scan Europe - Roadshow - Rennes - Bretagne

DATE: Thursday, August 21, 2025
LOCATION: Cesson-Sévigné, Bretagne, FR

Event Description

Scan Europe - Roadshow - Rennes - Bretagne is a premier conferences event in Cesson-Sévigné. 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: conferences

Importance Rank: 35/100

Expected Attendance: 188 people

Event ID: 6wEfTST8EqV8FkhpXb

Hotel Demand Indicators

ADR Impact Index: 4.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 75 across all properties

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