

Scott Tixier and Zara McFarlane

DATE: Tuesday, October 21, 2025

LOCATION: Clermont-Ferrand, Auvergne-Rhône-Alpes, FR

Event Description

Scott Tixier and Zara McFarlane is a premier concerts event in Clermont-Ferrand. 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: 50/100

Expected Attendance: 1,010 people

Event ID: DmR8mYHWEP9Dmg6uMt

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 404 across all properties

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