

# SFMU JTI - Preparing to Face the Exceptional

DATE: Wednesday, October 8, 2025  
LOCATION: Brest, Bretagne, FR

## Event Description

SFMU JTI - Preparing to Face the Exceptional is a premier expos event in Brest. 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:** 56/100

**Expected Attendance:** 2,000 people

**Event ID:** 4VzQFB47UjNGVJoVHN

## 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:** 800 across all properties

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