

SNK and Les Tontons Gênant

DATE: Saturday, September 20, 2025
LOCATION: Mers-sur-Indre, Centre-Val de Loire, FR

Event Description

SNK and Les Tontons Gênant is a premier concerts event in Mers-sur-Indre. 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: 1,006 people

Event ID: Fr7TS7yMuuc6ZxUBFD

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: 402 across all properties

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