

# Soirée Florale & Wild

DATE: Saturday, September 13, 2025  
LOCATION: Nice, Provence-Alpes-Côte d'Azur, FR

## Event Description

Soirée Florale & Wild is a premier concerts event in Nice. 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:** 37/100

**Expected Attendance:** 235 people

**Event ID:** 766f4CkWnkSfunAYPG

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 94 across all properties

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