

Starlight

DATE: Wednesday, December 31, 2025
LOCATION: Boulogne-Billancourt, Île-de-France, FR

Event Description

Starlight is a premier concerts event in Boulogne-Billancourt. 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: 61/100

Expected Attendance: 3,653 people

Event ID: EuVFoFFzyVvCjvDSD

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,461 across all properties

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