

Studyrama Fair for Higher Studies

DATE: Saturday, January 10, 2026
LOCATION: Nice, Provence-Alpes-Côte d'Azur, FR

Event Description

Studyrama Fair for Higher Studies is a premier expos 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: expos

Importance Rank: 70/100

Expected Attendance: 10,000 people

Event ID: WuuiUMNmMr3jfZgD7c

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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

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