

Sumoylation: From Discovery to Translation

DATE: Monday, September 22, 2025
LOCATION: La Grande-Motte, Occitanie, FR

Event Description

Sumoylation: From Discovery to Translation is a premier conferences event in La Grande-Motte. 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: conferences

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: CkeMJwzxk3dRQC9nmn

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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