

Synapson at 6MIC

DATE: Wednesday, October 22, 2025
LOCATION: Aix-en-Provence, Provence-Alpes-Côte d'Azur, FR

Event Description

Synapson at 6MIC is a premier concerts event in Aix-en-Provence. 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: 57/100

Expected Attendance: 2,315 people

Event ID: 4EVFGLAhW3FgHwEdUL

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 926 across all properties

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