

# Tao, AMOUR, and Alvar

DATE: Saturday, September 6, 2025

LOCATION: Lille, FR

## Event Description

Tao, AMOUR, and Alvar is a premier concerts event in Lille. 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:** 47/100

**Expected Attendance:** 740 people

**Event ID:** CkyJ7jxViXkJ5xEHDu

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 296 across all properties

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

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<https://becircadian.com/events/tao-amour-and-alvar>

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