

# THE GLENN MILLER MEMORIAL ORCHESTRA

DATE: Sunday, February 8, 2026  
LOCATION: Arras, Hauts-de-France, FR

## Event Description

THE GLENN MILLER MEMORIAL ORCHESTRA is a premier concerts event in Arras. 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:** 43/100

**Expected Attendance:** 448 people

**Event ID:** DALDEQhuGtoHwDfykj

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 179 across all properties

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