

The Great Old Ones

DATE: Wednesday, October 22, 2025
LOCATION: Saint-Jean-de-Védas, Occitanie, FR

Event Description

The Great Old Ones is a premier concerts event in Saint-Jean-de-Védas. 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: 36/100

Expected Attendance: 201 people

Event ID: AxnXNhrJ8i8GQjXdAh

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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