

# The SFAR Annual Congress

DATE: Wednesday, September 17, 2025

LOCATION: Paris, Île-de-France, FR

## Event Description

The SFAR Annual Congress is a premier conferences event in Paris. 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:** 42/100

**Expected Attendance:** 414 people

**Event ID:** 5qcwNUdGYtCHhDqEQv

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 166 across all properties

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