

The Sons

DATE: Friday, December 19, 2025
LOCATION: Villeurbanne, Rhône-Alpes, FR

Event Description

The Sons is a premier community event in Villeurbanne. 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: community

Importance Rank: 55/100

Expected Attendance: 1,800 people

Event ID: FuUYTNTfGcqQj8esjB

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 720 across all properties

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