

TIBO KSRG and Martial

DATE: Sunday, August 17, 2025
LOCATION: La Grande-Motte, Occitanie, FR

Event Description

TIBO KSRG and Martial is a premier concerts event in La Grande-Motte. 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: 46/100

Expected Attendance: 662 people

Event ID: EtDpA3zNeXksR6nrNS

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 265 across all properties

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