

Tom Ross

DATE: Friday, October 3, 2025
LOCATION: Joué-lès-Tours, Centre-Val de Loire, FR

Event Description

Tom Ross is a premier concerts event in Joué-lès-Tours. 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: 41/100

Expected Attendance: 357 people

Event ID: AGXLH6iCngfiammBTf

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 143 across all properties

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