

# TOTALEMENT 90

DATE: Saturday, October 4, 2025  
LOCATION: Dole, Bourgogne-Franche-Comté, FR

## Event Description

TOTALEMENT 90 is a premier concerts event in Dole. 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:** 59/100

**Expected Attendance:** 2,900 people

**Event ID:** 64nTZjTt8bSHdPLJfS

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,160 across all properties

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