

TOUQUET MUSIC BEACH FESTIVAL-PASS 2 JOUR - PASS 2 JOURS

DATE: Thursday, August 21, 2025
LOCATION: Le Touquet-Paris-Plage, Hauts-de-France, FR

Event Description

TOUQUET MUSIC BEACH FESTIVAL-PASS 2 JOUR - PASS 2 JOURS is a premier festivals event in Le Touquet-Paris-Plage. 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: festivals

Importance Rank: 38/100

Expected Attendance: 260 people

Event ID: As57xPFZNT4KfLY43i

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 104 across all properties

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

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