

Toxic Twins

DATE: Monday, November 10, 2025

LOCATION: Colmar, Grand Est, FR

Event Description

Toxic Twins is a premier concerts event in Colmar. 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: 50/100

Expected Attendance: 1,053 people

Event ID: Fx33Y3L3D2Pzxo2SSr

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 421 across all properties

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