

U2 ADDICTION

DATE: Saturday, October 18, 2025
LOCATION: Digne-les-Bains, Provence-Alpes-Côte d'Azur, FR

Event Description

U2 ADDICTION is a premier concerts event in Digne-les-Bains. 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: 44/100

Expected Attendance: 475 people

Event ID: DECWY9RZvmThDKm9pt

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 190 across all properties

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