

Various Artists and Mila Dietrich

DATE: Friday, October 3, 2025
LOCATION: Marseille, Provence-Alpes-Côte d'Azur, FR

Event Description

Various Artists and Mila Dietrich is a premier concerts event in Marseille. 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: 39/100

Expected Attendance: 290 people

Event ID: D6av2tb4oDJT5FmqdT

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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