

Vegas and AthzirA

DATE: Friday, September 26, 2025
LOCATION: Villeurbanne, Auvergne-Rhône-Alpes, FR

Event Description

Vegas and AthzirA is a premier concerts event in Villeurbanne. 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: 51/100

Expected Attendance: 1,062 people

Event ID: HRrpFqYBz5qq6Wz9sE

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: 425 across all properties

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