

# Vernissage – The Art Hour – “Swipe Right for Love”

DATE: Monday, January 26, 2026  
LOCATION: Paris, Île-de-France, FR

---

## Event Description

Vernissage – The Art Hour – “Swipe Right for Love” is a premier expos event in Paris. 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:** expos

**Importance Rank:** 35/100

**Expected Attendance:** 179 people

**Event ID:** 6sZWP6waUzY3tkPceJ

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 72 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/vernissage-the-art-hour-swipe-right-for-love>

Document generated on 6/4/2026, 10:09:32 AM