

# Veronica Swift

DATE: Thursday, September 11, 2025

LOCATION: Paris, Île-de-France, FR

## Event Description

Veronica Swift is a premier concerts 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:** concerts

**Importance Rank:** 38/100

**Expected Attendance:** 262 people

**Event ID:** DZ88iNNst39yY3DAWR

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 105 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/veronica-swift>

Document generated on 6/4/2026, 1:07:28 AM