

Vladimir Cauchemar, AIROD, and Urumi

DATE: Friday, September 19, 2025
LOCATION: Reims, Grand Est, FR

Event Description

Vladimir Cauchemar, AIROD, and Urumi is a premier concerts event in Reims. 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: 52/100

Expected Attendance: 1,215 people

Event ID: FX45rNyGzyw8EqAzB7

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 486 across all properties

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