

Wallace

DATE: Friday, October 31, 2025
LOCATION: Vigneux-de-Bretagne, Pays de la Loire, FR

Event Description

Wallace is a premier concerts event in Vigneux-de-Bretagne. 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: 1,194 people

Event ID: 9UXAadjX2ttDTJLfCG

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: 478 across all properties

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