

Zola

DATE: Saturday, October 11, 2025
LOCATION: Saint-Marcel, Bourgogne-Franche-Comté, FR

Event Description

Zola is a premier concerts event in Saint-Marcel. 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: 1,120 people

Event ID: Bic52cGDDSw4N4jAZk

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: 448 across all properties

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