

Event Analysis Report

DATE: Saturday, September 13, 2025
LOCATION: Moscow, RU

Event Description

The event, titled "Festival of Arts and Music" and featuring 5 other acts, is a premier cultural event in Moscow. It significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 44/100

Expected Attendance: 500 people

Event ID: 3GJuRaa8XyKfz5G7wK

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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