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DATE: Wednesday, December 10, 2025
LOCATION: Moscow, RU

Event Description

AD<C,,BD 8C• A 8C'0CÒÀ BD8C'8Cô? Aæ8D :Cä@Cä2, A\$0C'5D 8DòÀ and 9 others is a premier festivals event in the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 38/100

Expected Attendance: 244 people

Event ID: EUDN8ULVzhp28mM8g7

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: 98 across all properties

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