

DATE: Friday, August 15, 2025
LOCATION: Berlin, Berlin, DE

Event Description

A&AD° A&ö>C&AD° C A 5D ;C,,=CP | Live At0C&8D L is a premier performing-arts event in Berlin. This event impacts the local hotel market, significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: performing-arts

Importance Rank: 28/100

Expected Attendance: 80 people

Event ID: 9zLRpWQz9Htt4yYW4U

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 32 across all properties

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