

# Adrian Sherwood

DATE: Wednesday, February 11, 2026

LOCATION: Berlin, Berlin, DE

## Event Description

Adrian Sherwood is a premier concerts event in Berlin. 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:** 30/100

**Expected Attendance:** 102 people

**Event ID:** 6p5VjyZ2cNZeXPAsT

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 41 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/adrian-sherwood>

Document generated on 6/4/2026, 1:08:18 AM