

Akua Naru and The Ruff Pack

DATE: Thursday, September 11, 2025

LOCATION: Salzburg, Salzburg, AT

Event Description

Akua Naru and The Ruff Pack is a premier concerts event in Salzburg. 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: 43/100

Expected Attendance: 424 people

Event ID: BP6oed3cvbJ3gz7oEf

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: 170 across all properties

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