

Alma Mahler and Mythos

DATE: Sunday, November 30, 2025

LOCATION: Vienna, AT

Event Description

Alma Mahler and Mythos is a premier concerts event in Vienna. 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: 52/100

Expected Attendance: 1,228 people

Event ID: E72g4pXh8HtVJjHkrS

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 491 across all properties

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