

# Alter Bridge at PreZero Arena Gliwice

DATE: Monday, January 26, 2026  
LOCATION: Gliwice, Województwo Śląskie, PL

---

## Event Description

Alter Bridge at PreZero Arena Gliwice is a premier concerts event in Gliwice. 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:** 59/100

**Expected Attendance:** 2,882 people

**Event ID:** BXMUIMEARULAbtsGcc

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,153 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/alter-bridge-at-prezero-arena-gliwice>

Document generated on 6/4/2026, 2:22:25 AM