

BASSWELL, ANI, Lee Ann Roberts, and Vendex

DATE: Monday, January 5, 2026
LOCATION: Stuttgart, Baden-Württemberg, DE

Event Description

BASSWELL, ANI, Lee Ann Roberts, and Vendex is a premier concerts event in Stuttgart. 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: 67/100
Expected Attendance: 6,706 people
Event ID: FX2H9BsBfK3FSKCqmC

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 2,682 across all properties

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

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