

# Ben Cristovao and Sofian Medjmedj

DATE: Sunday, December 21, 2025

LOCATION: Praha, CZ

## Event Description

Ben Cristovao and Sofian Medjmedj is a premier concerts event in Praha. 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:** 57/100

**Expected Attendance:** 2,325 people

**Event ID:** 6kY6n22tCxMGVvVVg6

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 930 across all properties

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