

Beyazz at Live Music Hall

DATE: Friday, September 12, 2025
LOCATION: Köln, Nordrhein-Westfalen, DE

Event Description

Beyazz at Live Music Hall is a premier concerts event in Köln. 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: 55/100

Expected Attendance: 1,696 people

Event ID: Ur28Mm46kbVTayBb4Z

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 678 across all properties

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

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