

Björn Meyer and Zsófia Boros

DATE: Thursday, January 22, 2026
LOCATION: Regensburg, Bayern, DE

Event Description

Björn Meyer and Zsófia Boros is a premier festivals event in Regensburg. 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: festivals

Importance Rank: 55/100

Expected Attendance: 1,806 people

Event ID: 3aq2kHfWSWuRhDzW9e

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: 722 across all properties

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