

BRAND JAM 2025 – Diversität in Marke

DATE: Wednesday, September 17, 2025
LOCATION: Essen, Nordrhein-Westfalen, DE

Event Description

BRAND JAM 2025 – Diversität in Marke is a premier concerts event in Essen. 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: 35/100

Expected Attendance: 176 people

Event ID: GdfvcwQGNXkfmEg86X

Hotel Demand Indicators

ADR Impact Index: 4.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 70 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/brand-jam-2025-diversitt-in-marke>

Document generated on 6/4/2026, 3:47:23 AM