

# Bushido

DATE: Wednesday, January 21, 2026  
LOCATION: Oberhausen, Nordrhein-Westfalen, DE

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## Event Description

Bushido is a premier concerts event in Oberhausen. 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:** 7,026 people

**Event ID:** CNnVqfYUUNZARjUWpr

## 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:** 2,810 across all properties

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