

# [Celeste Series]Um Mitternacht Y mñ •#v“

DATE: Saturday, September 13, 2025  
LOCATION: Kowloon, HK

## Event Description

[Celeste Series]Um Mitternacht Y mñ •#v“\_ûYsN—óshU1g is a premier concerts event in the region. This event attracts attendees 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:** 38/100

**Expected Attendance:** 254 people

**Event ID:** E3hHFLqAaoqUhiGEJL

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 102 across all properties

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