

# Dead By April, The Novelists, and Samurai Pizza Cats

DATE: Friday, October 24, 2025  
LOCATION: Essen, Nordrhein-Westfalen, DE

## Event Description

Dead By April, The Novelists, and Samurai Pizza Cats is a premier festivals 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:** festivals

**Importance Rank:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** FhKC3soNjRKMN3cFY7

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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