

Der Weg einer Freiheit, Heretoir, and Weltenbrandt

DATE: Tuesday, September 23, 2025
LOCATION: Salzburg, Salzburg, AT

Event Description

Der Weg einer Freiheit, Heretoir, and Weltenbrandt is a premier concerts event in Salzburg. 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: 42/100

Expected Attendance: 409 people

Event ID: BD5GU28JXD5KM57SQF

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 164 across all properties

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