

Dream On 2025 @ Wachauarena Melk

DATE: Thursday, August 14, 2025
LOCATION: Melk, Niederösterreich, AT

Event Description

Dream On 2025 @ Wachauarena Melk is a premier festivals event in Melk. 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: 39/100

Expected Attendance: 275 people

Event ID: EqvXtFAnJd6fJ4P3DQ

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 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/dream-on-2025-wachauarena-melk>

Document generated on 6/4/2026, 5:36:31 AM