

# Earl Sweatshirt and Jadasea

DATE: Sunday, February 8, 2026  
LOCATION: Köln, Nordrhein-Westfalen, DE

## Event Description

Earl Sweatshirt and Jadasea is a premier concerts event in Köln. 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:** 52/100

**Expected Attendance:** 1,284 people

**Event ID:** 4k7YwuZp9gc3MhrHYX

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 514 across all properties

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