

FOREVER - The Best Show about KING OF POP

DATE: Friday, November 28, 2025
LOCATION: Hlavní náměstí, Praha, CZ

Event Description

FOREVER - The Best Show about KING OF POP is a premier concerts event in the region. 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: 62/100

Expected Attendance: 3,800 people

Event ID: A9azZBgZjLu2yVJPKJ

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,520 across all properties

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