

# Hamburg Beer Week: Live Music at Bunthaus feat. Ivan Thunders (Liverpool)

DATE: Thursday, September 4, 2025  
LOCATION: Hamburg, Hamburg, DE

## Event Description

Hamburg Beer Week: Live Music at Bunthaus feat. Ivan Thunders (Liverpool) is a premier community event in Hamburg. 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:** community

**Importance Rank:** 22/100

**Expected Attendance:** 42 people

**Event ID:** 3snsVhhTJEXDG58aNe

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 17 across all properties

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