

# Jessie Murph at Huxleys Neue Welt

DATE: Monday, October 13, 2025

LOCATION: Berlin, Berlin, DE

## Event Description

Jessie Murph at Huxleys Neue Welt is a premier concerts event in Berlin. 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:** 58/100

**Expected Attendance:** 2,409 people

**Event ID:** J48pcqLNUZv9z4WXkF

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 964 across all properties

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