

# Johnny Trouble and Rockabilly

DATE: Friday, October 17, 2025

LOCATION: Reichenbach an der Fils, Baden-Württemberg, DE

## Event Description

Johnny Trouble and Rockabilly is a premier concerts event in Reichenbach an der Fils. 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:** 40/100

**Expected Attendance:** 331 people

**Event ID:** F7cQY3rABmqvjS9s8b

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 132 across all properties

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