

Kastelruther Spatzen at Sparkassen Arena

DATE: Thursday, October 23, 2025
LOCATION: Aurich, Niedersachsen, DE

Event Description

Kastelruther Spatzen at Sparkassen Arena is a premier concerts event in Aurich. 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: 333 people

Event ID: 8rNEgij9J6Xx7fQxnP

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: 133 across all properties

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