

# Luis aus Südtirol - unterwegs... seit über 20 Jahren

DATE: Thursday, October 23, 2025  
LOCATION: Salzburg, AT

---

## Event Description

Luis aus Südtirol - unterwegs... seit über 20 Jahren 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:** 26/100  
**Expected Attendance:** 61 people  
**Event ID:** GHqUWdUKbZ7tpFQSM6

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 24 across all properties

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