

# MAMMA MIA I ABBA - KONZERT TOUR I MÖNCHENGLADBACH

DATE: Friday, February 6, 2026  
LOCATION: Mönchengladbach, Nordrhein-Westfalen, DE

## Event Description

MAMMA MIA I ABBA - KONZERT TOUR I MÖNCHENGLADBACH is a premier community event in Mönchengladbach. 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:** 40/100  
**Expected Attendance:** 300 people  
**Event ID:** EvC9oDUCCANtS4w99e

## 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:** 120 across all properties

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