

# Masquerade of Shadows at AAHHH Penthouse | Halloween Special Night

DATE: Friday, October 31, 2025  
LOCATION: München, Bayern, DE

## Event Description

Masquerade of Shadows at AAHHH Penthouse | Halloween Special Night is a premier festivals event in München. 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:** festivals

**Importance Rank:** 39/100

**Expected Attendance:** 296 people

**Event ID:** FwYXkXtSHy8U6V3Q4U

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 118 across all properties

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