

Mass of the Fermenting Dregs and Salon Noir

DATE: Wednesday, October 22, 2025
LOCATION: København, DK

Event Description

Mass of the Fermenting Dregs and Salon Noir is a premier concerts event in København. 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: 43/100

Expected Attendance: 446 people

Event ID: 7BZ2FCvi9y7PAPkUPN

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 178 across all properties

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