

# Max Mutzke and SWR Big Band

DATE: Tuesday, November 4, 2025  
LOCATION: Bochum, Nordrhein-Westfalen, DE

---

## Event Description

Max Mutzke and SWR Big Band is a premier concerts event in Bochum. 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:** 34/100

**Expected Attendance:** 166 people

**Event ID:** 323CY8kaw9bfUWsm5c

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 66 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/max-mutzke-and-swr-big-band>

Document generated on 6/4/2026, 7:48:45 AM