

MESSMER - 13Hz

DATE: Wednesday, February 11, 2026
LOCATION: Strasbourg, Grand Est, FR

Event Description

MESSMER - 13Hz is a premier performing-arts event in Strasbourg. 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: performing-arts

Importance Rank: 59/100

Expected Attendance: 2,867 people

Event ID: Ep7CcfET8MFxxAtzm

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,147 across all properties

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