

Michael Meyer & Dirk Piezunka: EVERSAND

DATE: Friday, August 22, 2025
LOCATION: Bremen, Bremen, DE

Event Description

Michael Meyer & Dirk Piezunka: EVERSAND is a premier performing-arts event in Bremen. 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: 50/100

Expected Attendance: 10,000 people

Event ID: B6oy2WxYxakVdP2K5j

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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