

# Modern Mantra Music

DATE: Thursday, October 23, 2025

LOCATION: Jena, Thüringen, DE

## Event Description

Modern Mantra Music is a premier concerts event in Jena. 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:** 37/100

**Expected Attendance:** 216 people

**Event ID:** 7LSEPP8TebpTDMGj5c

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 86 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/modern-mantra-music>

Document generated on 6/4/2026, 2:39:38 AM