

Molly and Juliuss

DATE: Thursday, August 21, 2025
LOCATION: Strasbourg, Grand Est, FR

Event Description

Molly and Juliuss is a premier concerts 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: concerts

Importance Rank: 48/100

Expected Attendance: 830 people

Event ID: D7XBzgv9nZSWCpPt7i

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 332 across all properties

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