

màtia - all eyes on you I OPEN END

DATE: Friday, October 17, 2025
LOCATION: Hannover, Niedersachsen, DE

Event Description

màtia - all eyes on you I OPEN END is a premier performing-arts event in Hannover. 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: 44/100
Expected Attendance: 512 people
Event ID: HjaDpioAJuPWCRTsRP

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 205 across all properties

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

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