

Musical meets Rock & Pop

DATE: Friday, September 5, 2025
LOCATION: Filsum, Niedersachsen, DE

Event Description

Musical meets Rock & Pop is a premier concerts event in Filsum. 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: 46/100

Expected Attendance: 636 people

Event ID: tKBqgTtqy8JxtZQSN2

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 254 across all properties

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