

NASS, Cashu, and Bjr alex

DATE: Saturday, August 30, 2025
LOCATION: Strasbourg, Grand Est, FR

Event Description

NASS, Cashu, and Bjr alex 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: 49/100

Expected Attendance: 896 people

Event ID: HY7HJDLKJNQP6m3Q2D

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 358 across all properties

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