

Nazareth and St. Johnny

DATE: Saturday, August 16, 2025
LOCATION: Mikulov, South Moravian Region, CZ

Event Description

Nazareth and St. Johnny is a premier concerts event in Mikulov. 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: 666 people

Event ID: HAKc3UP4QNY4G8snKv

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: 266 across all properties

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