

# NEWMEN

DATE: Thursday, November 13, 2025

LOCATION: Hamburg, Hamburg, DE

---

## Event Description

NEWMEN is a premier concerts event in Hamburg. 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:** 38/100

**Expected Attendance:** 262 people

**Event ID:** DxUhrkTfejJS87Vv3e

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 105 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/newmen>

Document generated on 6/3/2026, 8:10:07 PM