

Niia, Josh Howard, and Cameron Lee

DATE: Tuesday, October 7, 2025
LOCATION: Dresden, Sachsen, DE

Event Description

Niia, Josh Howard, and Cameron Lee is a premier concerts event in Dresden. 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: 260 people

Event ID: FiS5q5Nqb5NWsuEm4b

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: 104 across all properties

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