

Ocimum

DATE: Friday, September 5, 2025
LOCATION: Hyderabad, Telangana, IN

Event Description

Ocimum is a premier concerts event in Hyderabad. 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: 47/100

Expected Attendance: 672 people

Event ID: woT2DRb9xPfZQH8BcY

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 269 across all properties

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