

# Perle Pop Up: Sommerfest im August

DATE: Friday, August 22, 2025

LOCATION: Wien, Wien, AT

## Event Description

Perle Pop Up: Sommerfest im August is a premier festivals event in Wien. 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:** festivals

**Importance Rank:** 45/100

**Expected Attendance:** 582 people

**Event ID:** HDLTt9dHCFegDx5pLq

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 233 across all properties

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