

# PHOENIX festival: REIMAGINING MOZART

DATE: Friday, November 7, 2025  
LOCATION: Hamburg, Hamburg, DE

## Event Description

PHOENIX festival: REIMAGINING MOZART is a premier festivals 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:** festivals

**Importance Rank:** 43/100

**Expected Attendance:** 448 people

**Event ID:** 53xCULqfiJjRiWT2HK

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 179 across all properties

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