

# Play Hard, Win a Tablet

DATE: Thursday, August 21, 2025  
LOCATION: Köln, Nordrhein-Westfalen, DE

---

## Event Description

Play Hard, Win a Tablet is a premier performing-arts event in Köln. 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:** performing-arts  
**Importance Rank:** 41/100  
**Expected Attendance:** 347 people  
**Event ID:** EKvf6Aw8JiqfZwuD7u

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 139 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/play-hard-win-a-tablet>

Document generated on 6/3/2026, 9:41:52 PM