

Post Malone, Shawn Mendes, Kygo, and 49 others

DATE: Tuesday, August 12, 2025
LOCATION: Sankt Pölten, Niederösterreich, AT

Event Description

Post Malone, Shawn Mendes, Kygo, and 49 others is a premier festivals event in Sankt Pölten. 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: 53/100

Expected Attendance: 1,380 people

Event ID: FubKPcWMpcgk9ULgt

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 552 across all properties

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