

# Psyche, Isla Ola, Oatumn, and Optik SW

DATE: Saturday, August 16, 2025  
LOCATION: Münster, Nordrhein-Westfalen, DE

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## Event Description

Psyche, Isla Ola, Oatumn, and Optik SW is a premier concerts event in Münster. 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:** 747 people

**Event ID:** EpQYomMa3bV6YEE8ww

## 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:** 299 across all properties

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

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