

Ralph Ruthe - Shit happens – Die neue Show

DATE: Saturday, January 31, 2026
LOCATION: Oldenburg, Niedersachsen, DE

Event Description

Ralph Ruthe - Shit happens – Die neue Show is a premier performing-arts event in Oldenburg. 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: 40/100
Expected Attendance: 317 people
Event ID: GpNigjULzV78c8vvho

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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

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