

Ray Wilson and Genesis Classic

DATE: Thursday, October 2, 2025
LOCATION: Butzbach, Hessen, DE

Event Description

Ray Wilson and Genesis Classic is a premier concerts event in Butzbach. 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: 45/100

Expected Attendance: 557 people

Event ID: 5R5dV7EFjynQWoK2Cu

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 223 across all properties

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

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