

READ YOUR ROOTS – Voices of the Philippine Generations

DATE: Saturday, September 20, 2025
LOCATION: Frankfurt am Main, Hessen, DE

Event Description

READ YOUR ROOTS – Voices of the Philippine Generations is a premier concerts event in Frankfurt am Main. 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: 48/100

Expected Attendance: 750 people

Event ID: 6tDe7UZMFRdY9PubFg

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 300 across all properties

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