

# Reverend Hardy Hardon & The Church of Elvis

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

## Event Description

Reverend Hardy Hardon & The Church of Elvis is a premier concerts event in Worpswede. 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:** 34/100

**Expected Attendance:** 161 people

**Event ID:** FXi2egG7i2H5pFhKsS

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 64 across all properties

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