

Scala & Kolacny Brothers

DATE: Thursday, November 13, 2025
LOCATION: Saalfeld/Saale, Thüringen, DE

Event Description

Scala & Kolacny Brothers is a premier concerts event in Saalfeld/Saale. 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: 50/100

Expected Attendance: 10,000 people

Event ID: 9Q3py3HGDE2a39Bchy

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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

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