

SDM

DATE: Saturday, November 1, 2025
LOCATION: Esch-sur-Alzette, Esch-sur-Alzette, LU

Event Description

SDM is a premier concerts event in Esch-sur-Alzette. 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: 59/100

Expected Attendance: 2,815 people

Event ID: ETJ9MxSnFem5QUYNjG

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,126 across all properties

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