

Silvana Estrada and Ambre ciel

DATE: Sunday, October 26, 2025

LOCATION: Munich, DE

Event Description

Silvana Estrada and Ambre ciel is a premier concerts event in Munich. 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: 51/100

Expected Attendance: 1,174 people

Event ID: HvyXgan3Rt9rpCZ479

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 470 across all properties

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