

# Sommerfest im Sangerland

DATE: Saturday, August 23, 2025

LOCATION: Ludwigshafen am Rhein, Rheinland-Pfalz, DE

## Event Description

Sommerfest im Sangerland is a premier festivals event in Ludwigshafen am Rhein. 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:** festivals

**Importance Rank:** 43/100

**Expected Attendance:** 456 people

**Event ID:** wQGtiPAFeKxC9tqGxy

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 182 across all properties

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