

Sonar-Events (Women in Pop)

DATE: Friday, September 5, 2025
LOCATION: Hamburg, Hamburg, DE

Event Description

Sonar-Events (Women in Pop) is a premier concerts event in Hamburg. 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: 42/100

Expected Attendance: 403 people

Event ID: 9aYTTX6JeUir2YAnuM

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 161 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/sonar-events-women-in-pop>

Document generated on 6/4/2026, 6:17:12 AM