

# Sons of Arrakis and Shai

DATE: Wednesday, October 1, 2025  
LOCATION: Reutlingen, Baden-Württemberg, DE

## Event Description

Sons of Arrakis and Shai is a premier concerts event in Reutlingen. 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:** 46/100

**Expected Attendance:** 624 people

**Event ID:** h5oMBor9dA546GpoQg

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 250 across all properties

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