

SPOTLIGHT SESSIONS by stadtklang w/ MAR.CO

DATE: Sunday, October 26, 2025
LOCATION: Köln, Nordrhein-Westfalen, DE

Event Description

SPOTLIGHT SESSIONS by stadtklang w/ MAR.CO is a premier concerts event in Köln. 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: 38/100
Expected Attendance: 259 people
Event ID: H7cnEKuhf7BxfifXVk

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 104 across all properties

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