

SWR Big Band and Max Mutzke

DATE: Sunday, November 30, 2025
LOCATION: Mönchengladbach, Nordrhein-Westfalen, DE

Event Description

SWR Big Band and Max Mutzke is a premier concerts event in Mönchengladbach. 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: 56/100

Expected Attendance: 2,080 people

Event ID: BQfEVwhTrqSa4HtnC3

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 832 across all properties

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

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