

The Best of Black Gospel and Joy to the World

DATE: Friday, January 2, 2026
LOCATION: Wernigerode, Sachsen-Anhalt, DE

Event Description

The Best of Black Gospel and Joy to the World is a premier concerts event in Wernigerode. 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: 45/100
Expected Attendance: 547 people
Event ID: AY6kviWcEkaBRLARwA

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 219 across all properties

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