

The Virginmarys, Massive Wagons, The Hot Damn!, and 3 others

DATE: Friday, December 5, 2025
LOCATION: Essen, Nordrhein-Westfalen, DE

Event Description

The Virginmarys, Massive Wagons, The Hot Damn!, and 3 others is a premier festivals event in Essen. 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: festivals
Importance Rank: 51/100
Expected Attendance: 1,136 people
Event ID: EvBmkJ5SGF8sq4HsuC

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 454 across all properties

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