

This Is Afrique - AFRO BLOCK PARTY

DATE: Sunday, August 17, 2025
LOCATION: München, Bayern, DE

Event Description

This Is Afrique - AFRO BLOCK PARTY is a premier festivals event in München. 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: 52/100

Expected Attendance: 1,326 people

Event ID: 5Yxcd6WpVerqk3zJV9

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 530 across all properties

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