

Tom Novy and Adana Twins

DATE: Wednesday, December 31, 2025

LOCATION: Munich, DE

Event Description

Tom Novy and Adana Twins is a premier concerts event in Munich. 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: 48/100

Expected Attendance: 776 people

Event ID: 9nqeVRAef5Ap2pALD4

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 310 across all properties

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