

Too Hot to Be Cool | Rock for Climate

DATE: Saturday, September 6, 2025

LOCATION: n Œ7S:, gqN-•ý, JP

Event Description

Too Hot to Be Cool | Rock for Climate is a premier concerts event in n Œ7S:. 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: 33/100

Expected Attendance: 148 people

Event ID: HVQj3zSeEkHvXzDqUj

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 59 across all properties

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