

# TOYTOY and NDR Bigband

DATE: Saturday, September 13, 2025

LOCATION: Bremen, Bremen, DE

## Event Description

TOYTOY and NDR Bigband is a premier concerts event in Bremen. 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:** 38/100

**Expected Attendance:** 265 people

**Event ID:** 4cBmj8Yo6RAEYJVovu

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 106 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/toytoy-and-ndr-bigband>

Document generated on 6/4/2026, 4:43:30 AM