

# (T)räume träumen - Festival

DATE: Friday, October 17, 2025

LOCATION: Wien, Wien, AT

## Event Description

(T)räume träumen - Festival is a premier festivals event in Wien. 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:** 47/100

**Expected Attendance:** 701 people

**Event ID:** FQyf2W2Y4rxB5zzqBi

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 280 across all properties

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

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<https://becircadian.com/events/trume-trumen-festival>

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