

# ULTRAFLEX; Dina Summer; Andrey Casablanca; and 2 others

DATE: Sunday, August 24, 2025  
LOCATION: Berlin, Berlin, DE

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## Event Description

ULTRAFLEX; Dina Summer; Andrey Casablanca; and 2 others is a premier festivals event in Berlin. 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:** 54/100

**Expected Attendance:** 1,632 people

**Event ID:** 3yqYQxS3BSZTYd7sZm

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 653 across all properties

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