

WDR Big Band, carlitos del puerto, Marcus Gilmore, and 4 others

DATE: Saturday, January 31, 2026
LOCATION: Köln, Nordrhein-Westfalen, DE

Event Description

WDR Big Band, carlitos del puerto, Marcus Gilmore, and 4 others is a premier concerts event in Köln. 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: 53/100

Expected Attendance: 1,496 people

Event ID: HLFcvDQy9Ney5mas3V

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 598 across all properties

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