

Weihnachtsshow „Julian packt aus“ – Live im Schützenhaus Brehna!

DATE: Saturday, December 6, 2025
LOCATION: Sandersdorf-Brehna, Sachsen-Anhalt, DE

Event Description

Weihnachtsshow „Julian packt aus“ – Live im Schützenhaus Brehna! is a premier festivals event in Sandersdorf-Brehna. 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: 43/100

Expected Attendance: 462 people

Event ID: AttUZW9NsX7qyvT3U5

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 185 across all properties

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