

# Year of the Goat and The Night Eternal

DATE: Wednesday, October 29, 2025

LOCATION: Würzburg, Bayern, DE

## Event Description

Year of the Goat and The Night Eternal is a premier concerts event in Würzburg. 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:** 48/100

**Expected Attendance:** 777 people

**Event ID:** 3vhPnwtztcQdpGHjia

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 311 across all properties

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