

9. Jobmesse Essen

DATE: Saturday, September 20, 2025
LOCATION: Essen, Nordrhein-Westfalen, DE

Event Description

9. Jobmesse Essen is a premier conferences event in Essen. 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: conferences
Importance Rank: 42/100
Expected Attendance: 383 people
Event ID: 8baGnnZGetngX9az6J

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 153 across all properties

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