

# AnA Berlin 2025 | Armand Grüntuch + Mikala Holme Samsøe + Chris Middleton

DATE: Wednesday, October 15, 2025  
LOCATION: Berlin, Berlin, DE

## Event Description

AnA Berlin 2025 | Armand Grüntuch + Mikala Holme Samsøe + Chris Middleton is a premier conferences 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:** conferences

**Importance Rank:** 38/100

**Expected Attendance:** 254 people

**Event ID:** HxQJTroQuYCzJqn56o

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 102 across all properties

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