

Apex SME Masters Expos: Tec & Mar in Munich, Germany

DATE: Thursday, September 11, 2025
LOCATION: Rottach-Egern, Bayern, DE

Event Description

Apex SME Masters Expos: Tec & Mar in Munich, Germany is a premier conferences event in Rottach-Egern. 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: 35/100

Expected Attendance: 185 people

Event ID: 4K6DTB9yWrH8K5LVkP

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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