

# ATLAS Import Update

DATE: Tuesday, December 2, 2025

LOCATION: Munich, DE

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## Event Description

ATLAS Import Update is a premier expos event in Munich. 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:** expos

**Importance Rank:** 40/100

**Expected Attendance:** 300 people

**Event ID:** GMPJrT4e3BXGpBVWHi

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 120 across all properties

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

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<https://becircadian.com/events/atlas-import-update>

Document generated on 6/3/2026, 9:37:51 PM