

Bad Penny

DATE: Friday, December 26, 2025
LOCATION: Bad Doberan, Mecklenburg-Vorpommern, DE

Event Description

Bad Penny is a premier community event in Bad Doberan. 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: community

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: 3tDUy2pfpaggmdAw76G

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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