

Baking and Experiments in Advent

DATE: Saturday, December 13, 2025
LOCATION: Lübeck, Schleswig-Holstein, DE

Event Description

Baking and Experiments in Advent is a premier expos event in Lübeck. 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: 50/100

Expected Attendance: 1,013 people

Event ID: 9LuyC6V5vqad2ttg6P

Hotel Demand Indicators

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

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 405 across all properties

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