

B.I.G.

DATE: Wednesday, February 11, 2026
LOCATION: Hannover, Niedersachsen, DE

Event Description

B.I.G. is a premier expos event in Hannover. 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: 76/100

Expected Attendance: 20,000 people

Event ID: DDodoMR6TNc6m6oJeh

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,000 across all properties

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