

# CLEAN UP RUN mit oclean & dreamactive

DATE: Monday, October 13, 2025  
LOCATION: Hamburg, Hamburg, DE

---

## Event Description

CLEAN UP RUN mit oclean & dreamactive is a premier community event in Hamburg. 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:** 33/100

**Expected Attendance:** 138 people

**Event ID:** DwCLyoTeb5ZjJBtXxE

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 55 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/clean-up-run-mit-oclean-dreamactive>

Document generated on 6/3/2026, 10:26:18 PM