

Ersatzkopf and 100blumen

DATE: Thursday, December 4, 2025

LOCATION: Mülheim, DE

Event Description

Ersatzkopf and 100blumen is a premier festivals event in Mülheim. 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: festivals

Importance Rank: 54/100

Expected Attendance: 1,534 people

Event ID: 8qYGSLA9UWuZSdXJ7L

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 614 across all properties

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