

# Flohmarkt in der Neuen Großen Bergstraße

DATE: Sunday, October 26, 2025  
LOCATION: Hamburg, Hamburg, DE

## Event Description

Flohmarkt in der Neuen Großen Bergstraße is a premier expos 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:** expos

**Importance Rank:** 58/100

**Expected Attendance:** 2,501 people

**Event ID:** rXB3FY4jaM8J52xoAR

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,000 across all properties

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