ITCS Köln

DATE: Friday, September 12, 2025
LOCATION: Köln, Nordrhein-Westfalen, DE

Event Description

ITCS Köln is a premier conferences event in Köln. 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: conferences
Importance Rank: 39/100
Expected Attendance: 280 people
Event ID: EE95NH6TS45pkiR7K8

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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