

Legally compliant direct marketing - commercialization of data - customer profiles, sales cooperations and data trading

DATE: Friday, August 22, 2025
LOCATION: Frankfurt am Main, Hessen, DE

Event Description

Legally compliant direct marketing - commercialization of data - customer profiles, sales cooperations and data trading is a premier expos event in Frankfurt am Main. 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: 56/100
Expected Attendance: 2,000 people
Event ID: 3ieSg9J7wZrwnPhcct

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 800 across all properties

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

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