

Legally compliant direct marketing - CRM systems - implementation and use

DATE: Friday, October 24, 2025
LOCATION: Frankfurt am Main, Hessen, DE

Event Description

Legally compliant direct marketing - CRM systems - implementation and use 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: 30/100

Expected Attendance: 100 people

Event ID: 4KudMGxcUWgBY2EuxN

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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