

MCube Research Day @IAA Citizen Lab

DATE: Thursday, September 11, 2025
LOCATION: München, Bayern, DE

Event Description

MCube Research Day @IAA Citizen Lab is a premier expos event in München. 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: 54/100

Expected Attendance: 1,625 people

Event ID: 356zfZUt7K63Pgs7EV

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: 650 across all properties

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