

Medivitalis Convention Day - Lifestyle-Messe für Körper, Geist & Seele

DATE: Sunday, February 1, 2026
LOCATION: Bielefeld, Nordrhein-Westfalen, DE

Event Description

Medivitalis Convention Day - Lifestyle-Messe für Körper, Geist & Seele is a premier expos event in Bielefeld. 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: 55/100
Expected Attendance: 1,757 people
Event ID: H72ncoxBVroMjAfmhG

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 703 across all properties

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