

# Mia Zwoa Hochzeitsmesse

DATE: Saturday, November 22, 2025

LOCATION: Bavaria, DE

## Event Description

Mia Zwoa Hochzeitsmesse is a premier expos event in the region. 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:** 58/100

**Expected Attendance:** 2,541 people

**Event ID:** 7nW5SjXU6dB3ZEDevY

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,016 across all properties

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