

MICE CONNECT

DATE: Wednesday, November 26, 2025
LOCATION: Ludwigshafen am Rhein, Rheinland-Pfalz, DE

Event Description

MICE CONNECT is a premier expos event in Ludwigshafen am Rhein. 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: 50/100

Expected Attendance: 1,000 people

Event ID: BaRkYRT5BhG8FD7XzJ

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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