

# Monika Matschig - Wirkungskompetenz und Überzeugungskraft

DATE: Friday, November 21, 2025  
LOCATION: Forchheim, Bayern, DE

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## Event Description

Monika Matschig - Wirkungskompetenz und Überzeugungskraft is a premier conferences event in Forchheim. 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:** conferences

**Importance Rank:** 33/100

**Expected Attendance:** 143 people

**Event ID:** Dd6EzbPJc4FjUCD47V

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 57 across all properties

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

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