

New Year School in Berlin – Klarheit, Fokus und Veränderung

DATE: Thursday, January 8, 2026
LOCATION: Berlin, Berlin, DE

Event Description

New Year School in Berlin – Klarheit, Fokus und Veränderung is a premier conferences event in Berlin. 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: 39/100

Expected Attendance: 296 people

Event ID: KvG3o8DFtnNf2Vj7xk

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 118 across all properties

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