

Nordstil Winter

DATE: Friday, January 9, 2026
LOCATION: Hamburg, Hamburg, DE

Event Description

Nordstil Winter is a premier expos event in Hamburg. 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: 73/100

Expected Attendance: 13,704 people

Event ID: A4xKppZNmMFfYRNkiK

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,482 across all properties

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