

# On to the World Trade Fair-The Student Exchange Fair

DATE: Saturday, November 15, 2025  
LOCATION: Dortmund, Nordrhein-Westfalen, DE

---

## Event Description

On to the World Trade Fair-The Student Exchange Fair is a premier expos event in Dortmund. 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:** 70/100  
**Expected Attendance:** 10,000 people  
**Event ID:** DjDNnomew3xLe3VJKQ

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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

---