

PIM DAY 2025

DATE: Tuesday, September 16, 2025
LOCATION: Höhr-Grenzhausen, Rheinland-Pfalz, DE

Event Description

PIM DAY 2025 is a premier conferences event in Höhr-Grenzhausen. 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: 38/100

Expected Attendance: 244 people

Event ID: 5qtELpS5CesBfkNJY4

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 98 across all properties

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