

Promotional Products Fair NRW

DATE: Thursday, September 4, 2025
LOCATION: Mülheim an der Ruhr, Nordrhein-Westfalen, DE

Event Description

Promotional Products Fair NRW is a premier expos event in Mülheim an der Ruhr. 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: 8EQ3hnGMAJm9xLfnHR

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.

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/promotional-products-fair-nrw>

Document generated on 6/4/2026, 5:07:32 AM