

PSI 2026 - European Trade Show for Promotional Products, Incentives and Merchandising

DATE: Tuesday, January 6, 2026
LOCATION: Düsseldorf, Nordrhein-Westfalen, DE

Event Description

PSI 2026 - European Trade Show for Promotional Products, Incentives and Merchandising is a premier expos event in Düsseldorf. 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: 71/100

Expected Attendance: 11,062 people

Event ID: 5icW6wwsifLZRLWim3

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: 25km from venue

Estimated Room Nights: 4,425 across all properties

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