

# RealStudio x TikTokShop @ IFA 2025

DATE: Monday, September 8, 2025

LOCATION: Berlin, Berlin, DE

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## Event Description

RealStudio x TikTokShop @ IFA 2025 is a premier expos event in Berlin. 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:** 42/100

**Expected Attendance:** 389 people

**Event ID:** CCKZ2eFUzntXVT82Fz

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 156 across all properties

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