

Rose & Garden Festival

DATE: Saturday, September 13, 2025
LOCATION: Sulzbach-Rosenberg, Bayern, DE

Event Description

Rose & Garden Festival is a premier expos event in Sulzbach-Rosenberg. 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: 50/100

Expected Attendance: 1,000 people

Event ID: EFTd2MTQLozAQnvZFd

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 400 across all properties

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