

Saga AI Agent Pop-Up Store at gamescom

DATE: Wednesday, August 20, 2025
LOCATION: Köln, Nordrhein-Westfalen, DE

Event Description

Saga AI Agent Pop-Up Store at gamescom is a premier expos event in Köln. 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: 48/100

Expected Attendance: 765 people

Event ID: 6Xiu9AMRjL3Jfxh7fL

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 306 across all properties

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