

Shaping the Future

DATE: Wednesday, September 24, 2025
LOCATION: Heilbronn, Baden-Württemberg, DE

Event Description

Shaping the Future is a premier conferences event in Heilbronn. 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: conferences
Importance Rank: 38/100
Expected Attendance: 253 people
Event ID: B9racfZ2Ywb35N8SAV

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 101 across all properties

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