

# Smart Heat. Smart Invest.

DATE: Tuesday, September 30, 2025

LOCATION: Sauerlach, Bayern, DE

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## Event Description

Smart Heat. Smart Invest. is a premier conferences event in Sauerlach. 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:** 37/100

**Expected Attendance:** 218 people

**Event ID:** 7m7pijMYY8Vd22gu2k

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 87 across all properties

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