

# SPICE IT UP!

DATE: Friday, September 19, 2025  
LOCATION: Düsseldorf, Nordrhein-Westfalen, DE

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## Event Description

SPICE IT UP! is a premier performing-arts event in Düsseldorf. 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:** performing-arts

**Importance Rank:** 38/100

**Expected Attendance:** 256 people

**Event ID:** 8CrxTmArwbqnBBjvFb

## 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:** 102 across all properties

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

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