

# Spoga Horse

DATE: Saturday, February 7, 2026  
LOCATION: Köln, Nordrhein-Westfalen, DE

---

## Event Description

Spoga Horse 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:** 68/100

**Expected Attendance:** 7,700 people

**Event ID:** BGoHerxsAmZvcf22g4

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,080 across all properties

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