

Sportler des Jahres

DATE: Saturday, December 20, 2025
LOCATION: Baden-Baden, Baden-Württemberg, DE

Event Description

Sportler des Jahres is a premier community event in Baden-Baden. 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: community
Importance Rank: 44/100
Expected Attendance: 477 people
Event ID: ESVxAYtt5e6ngAGDdr

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 191 across all properties

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