

This is Marketing

DATE: Wednesday, November 12, 2025
LOCATION: Frankfurt am Main, Hessen, DE

Event Description

This is Marketing is a premier conferences event in Frankfurt am Main. 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: 43/100

Expected Attendance: 449 people

Event ID: 5f6o6vunMC8PHxLcML

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: 180 across all properties

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