

# Werbeartikelmesse NRW 2025

DATE: Thursday, September 4, 2025

LOCATION: Mülheim an der Ruhr, Nordrhein-Westfalen, DE

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## Event Description

Werbeartikelmesse NRW 2025 is a premier expos event in Mülheim an der Ruhr. 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:** 54/100

**Expected Attendance:** 1,504 people

**Event ID:** A2qAFSpqGJTnG3uH5H

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 602 across all properties

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

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Document generated on 6/4/2026, 5:02:44 AM