

# Wie du als Selbstständige:r Kunden gewinnst – Schritt für Schritt

DATE: Wednesday, February 11, 2026  
LOCATION: Ratingen, Nordrhein-Westfalen, DE

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## Event Description

Wie du als Selbstständige:r Kunden gewinnst – Schritt für Schritt is a premier conferences event in Ratingen. 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:** 29/100

**Expected Attendance:** 91 people

**Event ID:** 8vRCkoeqjQggG6HcxX

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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