

Women's Walk auf der IAA Mobility am Fr, 12. September auf dem Marienplatz

DATE: Friday, September 12, 2025
LOCATION: München, Bayern, DE

Event Description

Women's Walk auf der IAA Mobility am Fr, 12. September auf dem Marienplatz is a premier expos event in München. 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: 1,672 people

Event ID: 3FuHoMqaFsCc9WoPXv

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: 669 across all properties

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