

# ZP Europe

DATE: Tuesday, September 9, 2025  
LOCATION: Köln, Nordrhein-Westfalen, DE

---

## Event Description

ZP Europe is a premier conferences event in Köln. 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:** 42/100

**Expected Attendance:** 407 people

**Event ID:** 3Uu6cRFH6jPby5Gp6T

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 163 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/zp-europe>

Document generated on 6/4/2026, 12:46:48 AM