

# 93™9 •9Ó™9£':2 '9S'9R Ò •: ™9C•9“ž9r TF

DATE: Wednesday, September 24, 2025  
LOCATION: Iraklio, GR

## Event Description

93™9 •9Ó™9£':0 9 •9#• - 9S 9""9S™9ã— TRAVEL CAKES AND MORE is a premier expos event in Iraklio. The event is a significant cultural and economic event that draws attention from travelers 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:** 28/100

**Expected Attendance:** 75 people

**Event ID:** 6pYS5V82rQbP9MigGs

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 30 across all properties

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