

A-TECH Fair

DATE: Wednesday, October 1, 2025

LOCATION: Bak köy/Istanbul, TR

Event Description

A-TECH Fair is a premier expos event in Bak köy/Istanbul. 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: 64/100

Expected Attendance: 5,000 people

Event ID: BgQyZoGS4BbPFLRuZ3

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,000 across all properties

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