

Amathus New Release Tasting

DATE: Monday, September 29, 2025

LOCATION: London, England, GB

Event Description

Amathus New Release Tasting is a premier expos event in London. 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: 52/100

Expected Attendance: 1,205 people

Event ID: 7Cjoj4PVzuKv7pi26j

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 482 across all properties

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