

# ARK: KREAM

DATE: Friday, October 10, 2025  
LOCATION: Warszawa, mazowieckie, PL

---

## Event Description

ARK: KREAM is a premier concerts event in Warszawa. 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:** concerts

**Importance Rank:** 53/100

**Expected Attendance:** 1,359 people

**Event ID:** 3Uvu7HVPoVEsCm6sy2

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 544 across all properties

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

---