

# BUILD4U

DATE: Wednesday, December 3, 2025

LOCATION: Antalya, TR

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## Event Description

BUILD4U is a premier expos event in the region. 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:** 60/100

**Expected Attendance:** 3,332 people

**Event ID:** 4A7FfWRxJ5i88UNQft

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,333 across all properties

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

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Document generated on 6/4/2026, 2:11:46 AM