

CPHIA 2025 Side Event: From Lab to Market

DATE: Thursday, October 23, 2025
LOCATION: Durban, KwaZulu-Natal, ZA

Event Description

CPHIA 2025 Side Event: From Lab to Market is a premier conferences event in Durban. 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: conferences

Importance Rank: 33/100

Expected Attendance: 146 people

Event ID: 45dpVQAbehGNwxkg6a

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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