

Crafting Compelling Messages: Social Media Marketing in the Digital Era

DATE: Wednesday, August 20, 2025
LOCATION: Colombo, Western Province, LK

Event Description

Crafting Compelling Messages: Social Media Marketing in the Digital Era is a premier conferences event in Colombo. 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: 27/100

Expected Attendance: 74 people

Event ID: 5xXWfWCtE3gGSsQLr8

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 30 across all properties

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