

DMA Conference, 19-21 November 2025

DATE: Wednesday, November 19, 2025

LOCATION: Zürich, Zürich, CH

Event Description

DMA Conference, 19-21 November 2025 is a premier conferences event in Zürich. 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: 41/100

Expected Attendance: 351 people

Event ID: 7Ka8fmBBfbRobvH7nZ

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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