

Gardenia

DATE: Tuesday, October 14, 2025
LOCATION: Pozna BÀ Województwo wielkopolskie, PL

Event Description

Gardenia is a premier expos event in Pozna BÀ 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: 72/100

Expected Attendance: 12,495 people

Event ID: F7X3frcJnNFg6uEsvW

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,998 across all properties

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