

GermanyLatvia Defence Industry Days

DATE: Wednesday, November 12, 2025

LOCATION: Rīva Ār

Event Description

GermanyLatvia Defence Industry Days is a premier expos event in Rīva. 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: 59/100

Expected Attendance: 2,774 people

Event ID: 8HBN3ULAg7HRVw7NNv

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,110 across all properties

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