

Guest lecture with Natrix co-founder Marcis Zarins

DATE: Thursday, September 25, 2025
LOCATION: R 1v Å ÀV

Event Description

Guest lecture with Natrix co-founder Marcis Zarins is a premier conferences event in R 1v à 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: 29/100

Expected Attendance: 87 people

Event ID: HNWSb8ZhpH9m6Sp9qM

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 35 across all properties

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