

Hemp for the Future

DATE: Thursday, October 2, 2025
LOCATION: Reykjavík, Reykjavíkurborg, IS

Event Description

Hemp for the Future is a premier conferences event in Reykjavík. 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: 38/100
Expected Attendance: 263 people
Event ID: CZsHbrp2T4pNtqwrRs

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 105 across all properties

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