

HORECA 2025 - International Trade Fair of Hotel and Catering Equipment

DATE: Tuesday, November 4, 2025
LOCATION: Kraków, Województwo ma & ÷ öÇ6¶-P, PL

Event Description

HORECA 2025 - International Trade Fair of Hotel and Catering Equipment is a premier expos event in Kraków. 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: 70/100

Expected Attendance: 10,022 people

Event ID: 5darysYqS9663tWdGs

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,009 across all properties

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