

IADC Advanced Rig Technology Conference & Exhibition

DATE: Tuesday, September 30, 2025
LOCATION: Reykjavík, Reykjavíkurborg, IS

Event Description

IADC Advanced Rig Technology Conference & Exhibition is a premier expos 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: expos

Importance Rank: 50/100

Expected Attendance: 1,000 people

Event ID: 5f63caoLHjQWRdSX9Q

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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