

In Beauty 2025

DATE: Friday, October 24, 2025
LOCATION: Leça da Palmeira, Matosinhos, Porto, PT

Event Description

In Beauty 2025 is a premier expos event in Leça da Palmeira, Matosinhos. 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: 71/100

Expected Attendance: 10,738 people

Event ID: GcAWR225jJ4wkafjN3

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: 4,295 across all properties

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