

# Interfresh Eurasia 2025

DATE: Wednesday, September 17, 2025

LOCATION: Izmir, TR

## Event Description

Interfresh Eurasia 2025 is a premier expos event in Izmir. 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:** 11,211 people

**Event ID:** HK4wnHmY2ZsTW7Pbnu

## 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:** 4,484 across all properties

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