

International Conference on Information Technology Research

DATE: Sunday, December 7, 2025
LOCATION: Moratuwa, Western Province, LK

Event Description

International Conference on Information Technology Research is a premier conferences event in Moratuwa. 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: 42/100
Expected Attendance: 391 people
Event ID: EWz9mHmXCeF6KEiW9u

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 156 across all properties

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