

# International Conference on Smart Sustainable Materials and Technologies

DATE: Sunday, January 4, 2026  
LOCATION: Thayanur, Tamil Nadu, IN

## Event Description

International Conference on Smart Sustainable Materials and Technologies is a premier conferences event in Thayanur. 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** 867wRACp24L8id5QWb

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 200 across all properties

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