

# International Congress and Annual Meeting of the Society for Medicinal Plant and Natural Product Research

DATE: Sunday, August 31, 2025

LOCATION: Naples, IT

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## Event Description

International Congress and Annual Meeting of the Society for Medicinal Plant and Natural Product Research is a premier conferences event in Naples. 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:** CRrssPQQwCLbysmTwk

## 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.*

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<https://becircadian.com/events/international-congress-and-annual-meeting-of-the-society-for-medicinal-plant-and-natural-product-research>

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