

# International Congress Machines, Technologies, Materials

DATE: Wednesday, September 3, 2025  
LOCATION: Varna, Varna, BG

## Event Description

International Congress Machines, Technologies, Materials is a premier conferences event in Varna. 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:** 387 people

**Event ID:** 9QcXhJHZqJ5kf6iyMf

## 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:** 155 across all properties

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