

Iras Conference

DATE: Thursday, September 11, 2025
LOCATION: Wroc & w, Województwo dolno Śląskie, PL

Event Description

Iras Conference is a premier conferences event in Wroc & w. 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: 38/100

Expected Attendance: 266 people

Event ID: 5TifdfjfE3wurFCnVZ

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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