

Journée d'étude: Transports et mobilité à Ait Melloul réalité et aspiration

DATE: Saturday, November 29, 2025
LOCATION: Ait Melloul, Souss-Massa, MA

Event Description

Journée d'étude: Transports et mobilité à Ait Melloul réalité et aspiration is a premier conferences event in Ait Melloul. 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: 403 people

Event ID: EauW7A8LY57AW8fijW

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: 161 across all properties

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