

# Kerala Gem & Jewellery Show

DATE: Thursday, December 4, 2025

LOCATION: Karukutty, Kerala, IN

## Event Description

Kerala Gem & Jewellery Show is a premier expos event in Karukutty. 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:** expos

**Importance Rank:** 69/100

**Expected Attendance:** 8,500 people

**Event ID:** GRNjTlvJEDd32Lje4y

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,400 across all properties

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