

Med Baltica

DATE: Thursday, September 25, 2025

LOCATION: Rīva Ārva

Event Description

Med Baltica is a premier expos event in Rīva. 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: 70/100

Expected Attendance: 9,732 people

Event ID: EkDXJCxUFEBVYQ9W5y

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,893 across all properties

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

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