

OpenText SMAX' Solution Day Istanbul

DATE: Thursday, September 18, 2025

LOCATION: 7F æ ul, TR

Event Description

OpenText SMAX' Solution Day Istanbul is a premier conferences event in 7F æ ul. 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: 30/100

Expected Attendance: 100 people

Event ID: BnYnvoBTe9ce9hwcP7

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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