

# PG Armenia x Percona University

DATE: Thursday, August 28, 2025

LOCATION: SU€XuaWbÂ 5X ‡V v, AM

## Event Description

PG Armenia x Percona University is a premier conferences event in SU€XuaWbà 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:** 43/100

**Expected Attendance:** 453 people

**Event ID:** qkipTY3isKRcKbLjP

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 181 across all properties

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