

RADIOACTIVE PRESENTS – AMBAM

DATE: Thursday, September 18, 2025

LOCATION: L-Iklin, MT

Event Description

RADIOACTIVE PRESENTS – AMBAM is a premier community event in L-Iklin. 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: community

Importance Rank: 36/100

Expected Attendance: 195 people

Event ID: 4hr9My8z8TUonc6QdK

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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

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