

Rethinking Social Media Platforms – new strategies for engaging an audience

DATE: Wednesday, September 3, 2025
LOCATION: Malmö, Skåne län, SE

Event Description

Rethinking Social Media Platforms – new strategies for engaging an audience is a premier conferences event in Malmö. 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: 41/100

Expected Attendance: 365 people

Event ID: 4uMxiceVoQnMcEZdim

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 146 across all properties

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