

RIBA West Kent Branch: Amsterdam housing and greening of a city

DATE: Tuesday, September 9, 2025
LOCATION: West Malling, England, GB

Event Description

RIBA West Kent Branch: Amsterdam housing and greening of a city is a premier conferences event in West Malling. 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: 40/100

Expected Attendance: 321 people

Event ID: 666udwRpUYaEZhCBeE

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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