

SRA-E Benelux meeting

DATE: Monday, September 8, 2025

LOCATION: Esch-sur-Alzette, District de Luxembourg, LU

Event Description

SRA-E Benelux meeting is a premier conferences event in Esch-sur-Alzette. 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: 44/100

Expected Attendance: 500 people

Event ID: HZjqkCHAfyir3a2cDM

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: 200 across all properties

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