

# The Future of Saroyan | SaroyanDays x 2025 Creative Armenia Week

DATE: Wednesday, September 10, 2025  
LOCATION: Yerevan, Yerevan, AM

## Event Description

The Future of Saroyan | SaroyanDays x 2025 Creative Armenia Week is a premier conferences event in Yerevan. 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:** 38/100

**Expected Attendance:** 265 people

**Event ID:** AquNheDga49vjXmo98

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 106 across all properties

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