

The Future of the Travel Agency

DATE: Thursday, October 16, 2025

LOCATION: Malmö, Skåne län, SE

Event Description

The Future of the Travel Agency 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: 44/100

Expected Attendance: 500 people

Event ID: BxGtyGLdjEbxC6EA8U

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.