

Unlocking The Smart Factory

DATE: Wednesday, October 8, 2025

LOCATION: Marousi, GR

Event Description

Unlocking The Smart Factory is a premier conferences event in Marousi. 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: 529 people

Event ID: 6HC79xriL4UA5K6UJz

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: 212 across all properties

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