

# WAM Morocco 2025

DATE: Monday, October 27, 2025  
LOCATION: Casablanca, Casablanca-Settat, MA

## Event Description

WAM Morocco 2025 is a premier conferences event in Casablanca. 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:** 43/100

**Expected Attendance:** 466 people

**Event ID:** 3mCm5XTisHhPkFKFVV

## 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:** 186 across all properties

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