

Wire Tech

DATE: Tuesday, January 13, 2026

LOCATION: Nadarzyn, Województwo mazowieckie, PL

Event Description

Wire Tech is a premier expos event in Nadarzyn. 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: expos

Importance Rank: 69/100

Expected Attendance: 8,551 people

Event ID: Cqh6S7cAZPPn8R8ryf

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,420 across all properties

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

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