

# Workshop I!¶R a r 2 f' e, by Raluca Marinescu

DATE: Saturday, September 20, 2025

LOCATION: Bucure!—F'Â 'V7W&R ti, RO

## Event Description

Workshop I!¶P f 7! fi!¶P, by Raluca Marinescu is a premier expos event in Bucure!—F'à 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:** 50/100

**Expected Attendance:** 958 people

**Event ID:** 6ZVinfBiiZsX4RRn7y

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 383 across all properties

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