

# ADDER – A Generational Shift in the Demand for Drugs & Exploitation

DATE: Wednesday, January 21, 2026  
LOCATION: Romford, England, GB

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## Event Description

ADDER – A Generational Shift in the Demand for Drugs & Exploitation is a premier conferences event in Romford. 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:** 23/100

**Expected Attendance:** 45 people

**Event ID:** FPy9AQXQYseDhN42xy

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 18 across all properties

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

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