

AI Ontmaskerd: wat wel en niet werkt in de FMCG branche

DATE: Friday, September 19, 2025
LOCATION: 's-Hertogenbosch, Noord-Brabant, NL

Event Description

AI Ontmaskerd: wat wel en niet werkt in de FMCG branche is a premier conferences event in 's-Hertogenbosch. 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: 37/100

Expected Attendance: 222 people

Event ID: 42RYq4r9QV3AKMgYTG

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 89 across all properties

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