

# AI reality check - od ideje do akcijskega plana s Tinom Markonom

DATE: Wednesday, November 19, 2025  
LOCATION: Celje, Celje, SI

## Event Description

AI reality check - od ideje do akcijskega plana s Tinom Markonom is a premier conferences event in Celje. 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:** 25/100

**Expected Attendance:** 55 people

**Event ID:** CULvCb7hF8sE39WHJr

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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