

Annual John Goldman Conference on Chronic Myeloid Leukemia: Biology and Therapy

DATE: Friday, October 10, 2025

LOCATION: Estoril, Lisboa, PT

Event Description

Annual John Goldman Conference on Chronic Myeloid Leukemia: Biology and Therapy is a premier conferences event in Estoril. 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: 42/100

Expected Attendance: 379 people

Event ID: EnfVYs5fcRMnfTwdeL

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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

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<https://becircadian.com/events/annual-john-goldman-conference-on-chronic-myeloid-leukemia-biology-and-therapy>

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