

Annual Senior Officers Seminar (ASOS) - Innovation within Armed Forces

DATE: Wednesday, September 24, 2025
LOCATION: Genève, Genève, CH

Event Description

Annual Senior Officers Seminar (ASOS) - Innovation within Armed Forces is a premier conferences event in Genève. 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: 405 people

Event ID: 3ujx57Qu49CJzftTd2

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: 162 across all properties

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