

APM North East Network: Lead with Killer Stories - How Narratives Drive Change, for Better or Worse

DATE: Wednesday, September 24, 2025
LOCATION: Newcastle upon Tyne, England, GB

Event Description

APM North East Network: Lead with Killer Stories - How Narratives Drive Change, for Better or Worse is a premier expos event in Newcastle upon Tyne. 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: expos

Importance Rank: 44/100

Expected Attendance: 500 people

Event ID: 8kBd6mG4wDBJkgPxS4

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/apm-north-east-network-lead-with-killer-stories-how-narratives-drive-change-for-better-or-worse>

Document generated on 6/4/2026, 2:01:23 PM