

# Birthing, Mothering and Othering: Actors, Representations, and Practices in Global Maternal and Reproductive Care Journeys

DATE: Monday, October 20, 2025  
LOCATION: Lausanne, CH

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## Event Description

Birthing, Mothering and Othering: Actors, Representations, and Practices in Global Maternal and Reproductive Care Journeys is a premier conferences event in Lausanne. 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** ATPY56Z3Re3ZFcE2Ce

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

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<https://becircadian.com/events/birthing-mothering-and-othering-actors-representations-and-practices-in-global-maternal-and-reproductive-care-journeys>

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