

Bloomreach and Mention Me: Driving Retail Success with Data-Powered Marketing

DATE: Thursday, September 11, 2025
LOCATION: London, England, GB

Event Description

Bloomreach and Mention Me: Driving Retail Success with Data-Powered Marketing is a premier conferences event in London. 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: 44/100

Expected Attendance: 502 people

Event ID: 8KEeuGBoHxygpUdFxH

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: 201 across all properties

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