

# Break the Ice Forum

DATE: Thursday, August 21, 2025

LOCATION: Oslo, Oslo, NO

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## Event Description

Break the Ice Forum is a premier conferences event in Oslo. 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:** 40/100

**Expected Attendance:** 316 people

**Event ID:** 4TtQGGLA6q2gM7K9oU

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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

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<https://becircadian.com/events/break-the-ice-forum>

Document generated on 6/3/2026, 10:45:08 PM