

# Chaire ESSEC Strat & Gouvernance des données et de l'IA - Baromètre

DATE: Thursday, October 16, 2025  
LOCATION: Paris, Île-de-France, FR

## Event Description

Chaire ESSEC Strat & Gouvernance des données et de l'IA - Baromètre is a premier conferences event in Paris. 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:** 41/100

**Expected Attendance:** 337 people

**Event ID:** 3UaJrskh38BrEgBQ46

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 135 across all properties

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