

Changing Role of the Automaker What Does the Future of Mobility Look Like

DATE: Tuesday, January 27, 2026

LOCATION: à #ãž ä á!â¾2áz â2Â TH

Event Description

Changing Role of the Automaker What Does the Future of Mobility Look Like is a premier conferences event in the region. 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: 474 people

Event ID: JXs2MeKzQudFkRbfsJ

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: 190 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/changing-role-of-the-automaker-what-does-the-future-of-mobility-look-like>

Document generated on 6/4/2026, 2:00:26 PM