

# CIO Benelux 2025

DATE: Tuesday, October 14, 2025  
LOCATION: Bruxelles, Bruxelles, BE

---

## Event Description

CIO Benelux 2025 is a premier conferences event in Bruxelles. 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:** 42/100

**Expected Attendance:** 403 people

**Event ID:** AXptFUsgPbe4kLNcTT

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 161 across all properties

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

---