

Competitive together: universities and industry for a prosperous Europe

DATE: Thursday, November 20, 2025
LOCATION: Brussels, BE

Event Description

Competitive together: universities and industry for a prosperous Europe is a premier conferences event in Brussels. 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: 318 people

Event ID: DLm6HgUSTe6SLe93L5

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: 127 across all properties

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