

# Demystifying the Science Behind Targeted Treatments and Immunotherapies for Melanoma and Gynaecological Cancers

DATE: Tuesday, September 9, 2025

LOCATION: London, England, GB

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## Event Description

Demystifying the Science Behind Targeted Treatments and Immunotherapies for Melanoma and Gynaecological Cancers is a premier expos event in London. 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:** expos

**Importance Rank:** 11/100

**Expected Attendance:** 11 people

**Event ID:** B43Zrapha7xDuMBRFb

## Hotel Demand Indicators

**ADR Impact Index:** 2.4x 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:** 4 across all properties

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

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<https://becircadian.com/events/demystifying-the-science-behind-targeted-treatments-and-immunotherapies-for-melanoma-and-gynaecological-cancers>

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