

# EFMD Executive Academy 2.0: Reconnect, Reflect & Refine

DATE: Monday, September 8, 2025  
LOCATION: Barcelona, Catalunya, ES

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## Event Description

EFMD Executive Academy 2.0: Reconnect, Reflect & Refine is a premier conferences event in Barcelona. 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:** 385 people

**Event ID:** Bdo6TQCDTdmCqt38Ky

## 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:** 154 across all properties

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