

Embedding DEI in Evolving Times

DATE: Friday, September 5, 2025
LOCATION: Birmingham, England, GB

Event Description

Embedding DEI in Evolving Times is a premier conferences event in Birmingham. 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: 332 people

Event ID: FsUisKrWy2D5RivvEQ

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: 133 across all properties

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