

ESG: What is it and Which Role is There for Internal Audit?

DATE: Tuesday, November 18, 2025
LOCATION: Machelen, Vlaams Gewest, BE

Event Description

ESG: What is it and Which Role is There for Internal Audit? is a premier expos event in Machelen. 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: 59/100
Expected Attendance: 2,764 people
Event ID: CCqPjH4LELU8cGLFrH

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 1,106 across all properties

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