

# Eveniment de lansare - franciza The Alternative Board în România

DATE: Tuesday, October 21, 2025  
LOCATION: București, România

## Event Description

Eveniment de lansare - franciza The Alternative Board în România is a premier conferences event in București. 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:** 35/100  
**Expected Attendance:** 188 people  
**Event ID:** BtWZ74N2QGxpJ9SQDZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 75 across all properties

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