

# FFWDxBIMM Summer Social (now 17th Sept)

DATE: Wednesday, September 17, 2025  
LOCATION: London, England, GB

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## Event Description

FFWDxBIMM Summer Social (now 17th Sept) is a premier conferences 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:** conferences  
**Importance Rank:** 43/100  
**Expected Attendance:** 445 people  
**Event ID:** Dz86GWbXACgJn4Xa4P

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 178 across all properties

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

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