

# Go-To-Market Strategy : réussir son lancement et accélérer sa croissance

DATE: Thursday, December 4, 2025  
LOCATION: Guyancourt, Île-de-France, FR

## Event Description

Go-To-Market Strategy : réussir son lancement et accélérer sa croissance is a premier conferences event in Guyancourt. 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:** 26/100

**Expected Attendance:** 62 people

**Event ID:** 95MKbjxSLJYK8SXazB

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 25 across all properties

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