

# HOX Genes in Cancer

DATE: Thursday, September 4, 2025

LOCATION: London, England, GB

## Event Description

HOX Genes in Cancer 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:** 40/100

**Expected Attendance:** 309 people

**Event ID:** FiEFdr8PvdF9q2uAg4

## 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:** 124 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/hox-genes-in-cancer>

Document generated on 6/4/2026, 3:41:17 AM