

IA et Cybersécurité au Quotidien : Protéger nos Entreprises

DATE: Tuesday, November 18, 2025
LOCATION: Ferrières-en-Brie, Île-de-France, FR

Event Description

IA et Cybersécurité au Quotidien : Protéger nos Entreprises is a premier conferences event in Ferrières-en-Brie. 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: 37/100

Expected Attendance: 235 people

Event ID: 4BMeY8nZR2ga5nYDb

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 94 across all properties

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