

# Industry and Internet of Things IOT What Every Manager Needs to Know About Them

DATE: Sunday, November 23, 2025  
LOCATION: Kolkata, West Bengal, IN

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## Event Description

Industry and Internet of Things IOT What Every Manager Needs to Know About Them is a premier conferences event in Kolkata. 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:** 310 people  
**Event ID:** 5ju5Up68LvUSQ7XJPB

## 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.*