

# International Conference on Digital Transformation, Fintech, and Business Innovation

DATE: Sunday, October 26, 2025  
LOCATION: Amman, Balqa Governorate, JO

## Event Description

International Conference on Digital Transformation, Fintech, and Business Innovation is a premier conferences event in Amman. 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:** 429 people

**Event ID:** BC5RQXEBA7szNdEHAC

## 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:** 172 across all properties

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