

International Lego Serious Play Conference and Advanced Trainings

DATE: Monday, September 29, 2025
LOCATION: Billund, DK

Event Description

International Lego Serious Play Conference and Advanced Trainings is a premier conferences event in Billund. 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: 301 people

Event ID: 7LeAD6KMQ334PidsXq

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: 120 across all properties

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