

International Research Conference on Arts, Commerce, and Business Management (IRCACBM)

DATE: Tuesday, August 26, 2025
LOCATION: Amman, JO

Event Description

International Research Conference on Arts, Commerce, and Business Management (IRCACBM) 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: 471 people

Event ID: EinBkgS85nupgqo5Qb

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: 188 across all properties

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