

LISBON Global Congress on Marketing, Business & Management Studies

DATE: Wednesday, December 10, 2025
LOCATION: Lisboa, Distrito de Lisboa, PT

Event Description

LISBON Global Congress on Marketing, Business & Management Studies is a premier conferences event in Lisboa. 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: 24/100

Expected Attendance: 50 people

Event ID: GpszaappLS5FZW78Gy

Hotel Demand Indicators

ADR Impact Index: 3.5x 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: 20 across all properties

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