

Macmillan Day: "Glocalising the ELT Classroom "

DATE: Friday, October 31, 2025
LOCATION: J5400AMC J5400AMC J5400AMC, San Juan, AR

Event Description

Macmillan Day: "Glocalising the ELT Classroom " is a premier conferences event in J5400AMC J5400AMC J5400AMC. 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: 33/100

Expected Attendance: 144 people

Event ID: CqvDCm5J8T3PmeYCg6

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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

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Document generated on 6/4/2026, 5:47:00 AM