

# Medicine and Health

DATE: Tuesday, October 7, 2025

LOCATION: AÄVCÔACçÂ Ed=D :C O C\$>C ;C ADdL, BY

## Event Description

Medicine and Health is a premier expos event in AÄVCÔACçÂ. 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:** expos

**Importance Rank:** 70/100

**Expected Attendance:** 10,000 people

**Event ID:** 3ai9mbdA2JL4BNeDVJ

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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