

Meeting of the Executive Steering Group on Shortages and Safety of Medicinal Products (MSSG)

DATE: Wednesday, November 19, 2025
LOCATION: Amsterdam, Noord-Holland, NL

Event Description

Meeting of the Executive Steering Group on Shortages and Safety of Medicinal Products (MSSG) is a premier conferences event in Amsterdam. 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: 44/100
Expected Attendance: 500 people
Event ID: qggZyMKiCVYZPwVktJ

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: 200 across all properties

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