

# MICROM Conference

DATE: Wednesday, November 26, 2025

LOCATION: Novi Sad, Vojvodina, RS

## Event Description

MICROM Conference is a premier conferences event in Novi Sad. 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:** 42/100

**Expected Attendance:** 405 people

**Event ID:** 6pC7fmwnoCskDii7aM

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 162 across all properties

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

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<https://becircadian.com/events/microm-conference>

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