

# Not If, But When: Make Your Business Built to Survive a Crisis

DATE: Wednesday, November 12, 2025  
LOCATION: València, Comunidad Valenciana, ES

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## Event Description

Not If, But When: Make Your Business Built to Survive a Crisis is a premier conferences event in València. 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:** 36/100

**Expected Attendance:** 194 people

**Event ID:** 9DcfErMuALBgXZmmmq

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 78 across all properties

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

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