

# POWER OF THE SUBCONSCIOUS MIND

## - Free lecture, Wednesday 1.30pm

DATE: Wednesday, September 3, 2025  
LOCATION: Birmingham, England, GB

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### Event Description

POWER OF THE SUBCONSCIOUS MIND - Free lecture, Wednesday 1.30pm is a premier conferences event in Birmingham. 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:** 27/100

**Expected Attendance:** 70 people

**Event ID:** 4SkmzJq4eCNFpABmps

### Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 28 across all properties

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