

Preparing your business for the Digital Switchover + 2G and 3G switch-off

DATE: Tuesday, September 9, 2025
LOCATION: Cambourne, England, GB

Event Description

Preparing your business for the Digital Switchover + 2G and 3G switch-off is a premier conferences event in Cambourne. 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: 30/100

Expected Attendance: 105 people

Event ID: 67Jnbh4Ss9sSQtzXrJ

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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