

# Rails Ahead - AI and Metaverse in Health and Wellbeing

DATE: Tuesday, October 7, 2025  
LOCATION: Oulu, Pohjois-Pohjanmaa, FI

## Event Description

Rails Ahead - AI and Metaverse in Health and Wellbeing is a premier conferences event in Oulu. 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:** 37/100

**Expected Attendance:** 225 people

**Event ID:** 9cMzTyQjYqabbaqnZp

## 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:** 90 across all properties

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