

# Rethinking Hybrid Work - Executive Masterclass

DATE: Friday, November 28, 2025  
LOCATION: Almada, Lisboa, PT

---

## Event Description

Rethinking Hybrid Work - Executive Masterclass is a premier conferences event in Almada. 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:** 381 people

**Event ID:** D7guV9n93VnradCsRd

## 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:** 152 across all properties

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