

# RSM Winter Meeting: Urology Updates

DATE: Saturday, January 17, 2026  
LOCATION: La Plagne Tarentaise, Auvergne-Rhône-Alpes, FR

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## Event Description

RSM Winter Meeting: Urology Updates is a premier conferences event in La Plagne Tarentaise. 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** GsJSzr8iRwxNsCtH6f

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 200 across all properties

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