

# Rural Benchmarking: An Introduction to it, its potential to add value to clients and a selection of available tools

DATE: Thursday, October 2, 2025

LOCATION: Perth, Scotland, GB

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## Event Description

Rural Benchmarking: An Introduction to it, its potential to add value to clients and a selection of available tools is a premier expos event in Perth. 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:** expos

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** Eg6zkNrhC8eJVrqoJc

## 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:** 40 across all properties

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

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<https://becircadian.com/events/rural-benchmarking-an-introduction-to-it-its-potential-to-add-value-to-clients-and-a-selection-of-available-tools>

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