

SBC in a Day: The Power of Research in Practice

DATE: Thursday, December 11, 2025
LOCATION: Amman, Amman Governorate, JO

Event Description

SBC in a Day: The Power of Research in Practice is a premier conferences event in Amman. 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: 39/100

Expected Attendance: 269 people

Event ID: AW3Fez4UnNShZfgG2e

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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