Session of the IGWG on TNCs and OBEs

DATE: Monday, October 20, 2025
LOCATION: Genève, Genève, CH

Event Description

Session of the IGWG on TNCs and OBEs is a premier expos event in Genève. 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: 40/100
Expected Attendance: 300 people
Event ID: ArCjdMxjQCEmB8F4P4

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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