

SMR Safety Assessment - From Challenges to Achievements

DATE: Thursday, November 20, 2025
LOCATION: Boulogne-Billancourt, Île-de-France, FR

Event Description

SMR Safety Assessment - From Challenges to Achievements is a premier expos event in Boulogne-Billancourt. 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: Gb6n85TFd6tHfCKqUw

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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Document generated on 6/4/2026, 8:54:59 AM