

# Speaker Series: Sustainability in Focus with Variloom & YKK

DATE: Wednesday, August 20, 2025  
LOCATION: Palo Alto, California, US

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## Event Description

Speaker Series: Sustainability in Focus with Variloom & YKK is a premier conferences event in Palo Alto. 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:** 32/100

**Expected Attendance:** 121 people

**Event ID:** HEPuugTrTHi3JWhUzc

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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