

# STEP Jersey 2025 Branch Annual Conference

DATE: Wednesday, November 5, 2025  
LOCATION: Saint Helier, St Helier, JE

## Event Description

STEP Jersey 2025 Branch Annual Conference is a premier conferences event in Saint Helier. 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:** 45/100

**Expected Attendance:** 548 people

**Event ID:** FxRukrybGeAEJeCpUH

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 219 across all properties

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