

Strategic use of Generative Ai Ghent

DATE: Monday, September 15, 2025

LOCATION: Ghent, BE

Event Description

Strategic use of Generative Ai Ghent is a premier expos event in Ghent. 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: DVf2s6hQ5tXnwNaBbY

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.