

# Strategic Use of Generative AI

DATE: Thursday, December 11, 2025

LOCATION: Leuven, Vlaanderen, BE

## Event Description

Strategic Use of Generative AI is a premier conferences event in Leuven. 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:** 36/100

**Expected Attendance:** 198 people

**Event ID:** 53qQKMfeGvFAbrzDFw

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 79 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/strategic-use-of-generative-ai>

Document generated on 6/4/2026, 5:27:57 AM