

# TAROS Conference

DATE: Wednesday, August 20, 2025

LOCATION: York, GB

---

## Event Description

TAROS Conference is a premier conferences event in York. 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:** 41/100

**Expected Attendance:** 352 people

**Event ID:** BQQKhxKCgHqx9CwMKu

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 141 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/taros-conference>

Document generated on 6/3/2026, 9:43:34 PM