

# The art and science of CRQ: why practitioners must lead the change

DATE: Thursday, September 18, 2025  
LOCATION: London, England, GB

---

## Event Description

The art and science of CRQ: why practitioners must lead the change is a premier conferences event in London. 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:** 33/100

**Expected Attendance:** 148 people

**Event ID:** 5T72CRppCEWbjDfmSf

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 59 across all properties

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

---