

# The Behavioural Edge: Insights at the frontier of psychology, economic & AI

DATE: Tuesday, September 16, 2025  
LOCATION: Bath, Bath and North East Somerset, GB

## Event Description

The Behavioural Edge: Insights at the frontier of psychology, economic & AI is a premier conferences event in Bath. 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:** 28/100

**Expected Attendance:** 75 people

**Event ID:** 7qCDZuShMHQhXTbuNv

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 30 across all properties

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