

# The Next Big Thing in Drug Discovery + The \$50M Decision

DATE: Tuesday, September 30, 2025  
LOCATION: Area Produttiva, Lazio, IT

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## Event Description

The Next Big Thing in Drug Discovery + The \$50M Decision is a premier conferences event in Area Produttiva. 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:** 29/100

**Expected Attendance:** 86 people

**Event ID:** FmDAM5XdeGWSaUf8dK

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 34 across all properties

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

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Document generated on 6/4/2026, 10:31:12 AM