

# The Path to the Right Decision: From Judgment Advice, Cognitive Distortions, and Acceptance

DATE: Monday, September 1, 2025  
LOCATION: Zürich, Zürich, CH

## Event Description

The Path to the Right Decision: From Judgment Advice, Cognitive Distortions, and Acceptance is a premier expos event in Zürich. 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:** expos

**Importance Rank:** 64/100

**Expected Attendance:** 5,000 people

**Event ID:** Efx8QFUVM7WQtScMcW

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,000 across all properties

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