

Transform - a digital transformation event with MBS and C5

DATE: Wednesday, October 22, 2025
LOCATION: Guernsey, Saint Peter Port, GG

Event Description

Transform - a digital transformation event with MBS and C5 is a premier conferences event in Guernsey. 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: 26/100

Expected Attendance: 63 people

Event ID: B24pNknbvxabERM6BJ

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 25 across all properties

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