

# UIB Up 1.9 Innovation in Research Projects

DATE: Wednesday, December 10, 2025

LOCATION: Bergen, Vestland, NO

## Event Description

UIB Up 1.9 Innovation in Research Projects is a premier expos event in Bergen. 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:** 42/100

**Expected Attendance:** 400 people

**Event ID:** 93VMGQM8LJG6Fp4Rxg

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 160 across all properties

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