

# UK VMware User Group UserCon

DATE: Thursday, September 18, 2025

LOCATION: London, England, GB

---

## Event Description

UK VMware User Group UserCon is a premier conferences event in London. 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:** 36/100

**Expected Attendance:** 201 people

**Event ID:** CBoSSSTwRSAJD7qff7

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 80 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/uk-vmware-user-group-usercon>

Document generated on 6/3/2026, 8:37:29 PM