

# Unmuted Meets: Making paid traffic actually convert, with Tas and Connor

DATE: Thursday, October 16, 2025  
LOCATION: Amsterdam, Noord-Holland, NL

## Event Description

Unmuted Meets: Making paid traffic actually convert, with Tas and Connor is a premier conferences event in Amsterdam. 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:** 192 people

**Event ID:** 9q6RXZpe2bpH8AVEEy

## 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:** 77 across all properties

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