

# Yanbu HR & L&D Leaders Roundtable: Herzberg's Two-Factor Theory

DATE: Saturday, October 11, 2025  
LOCATION: d!Fb†9 bvDcVFbv9d!), Al Madinah Province, SA

## Event Description

Yanbu HR & L&D Leaders Roundtable: Herzberg's Two-Factor Theory is a premier conferences event in d!Fb†9 bvDcVFbv9d!). This event attracts visitors from around the world and significantly impacts local hotels, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 27/100

**Expected Attendance:** 69 people

**Event ID:** 7mN5WJTXdqmQAjgQnT

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 28 across all properties

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