

# \_ T/Qht g:•Gÿ b••Dyûl 101 - •ŽVýTŒEQht yûl

DATE: Sunday, August 17, 2025  
LOCATION: Johns Creek, Georgia, US

## Event Description

\_ T/Qht g:•Gÿ b••Dyûl 101 - •ŽVýTŒEQht yûl is a premier conferences event in Johns Creek. This event attracts a global audience, significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 30/100

**Expected Attendance:** 102 people

**Event ID:** GeZBto95ZvWU3s38sg

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 41 across all properties

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