

2026 Market Kickoff: Prep Now, Maximize Your Profit This Spring

DATE: Thursday, December 11, 2025
LOCATION: Keene, New Hampshire, US

Event Description

2026 Market Kickoff: Prep Now, Maximize Your Profit This Spring is a premier conferences event in Keene. 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: 22/100

Expected Attendance: 38 people

Event ID: GdPJ2BriQRBYncZNCE

Hotel Demand Indicators

ADR Impact Index: 3.4x 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: 15 across all properties

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

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