

A Social Hour & Social Hour (Social Media Marketing Seminar)

DATE: Wednesday, August 20, 2025
LOCATION: Fargo, North Dakota, US

Event Description

A Social Hour & Social Hour (Social Media Marketing Seminar) is a premier conferences event in Fargo. 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: 33/100

Expected Attendance: 135 people

Event ID: 56eFFKhotjknKCe8eo

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 54 across all properties

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