

American Academy of Family Medicine

DATE: Sunday, August 17, 2025
LOCATION: Cebu City, Central Visayas, PH

Event Description

American Academy of Family Medicine is a premier conferences event in Cebu City. 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: 41/100

Expected Attendance: 345 people

Event ID: 35bCjK44kcDvTHrB5t

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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