

Annual Healthy Desert, Healthy You Summit

DATE: Thursday, September 11, 2025
LOCATION: Palm Desert, US

Event Description

Annual Healthy Desert, Healthy You Summit is a premier conferences event in Palm Desert. 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: 38/100

Expected Attendance: 262 people

Event ID: 8a4zPey8XAnhzvKKh8

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 105 across all properties

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