

# August Speaker Series: Exploring Markets for Small Farms

DATE: Wednesday, August 20, 2025  
LOCATION: Woodland, California, US

---

## Event Description

August Speaker Series: Exploring Markets for Small Farms is a premier conferences event in Woodland. 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:** 37/100

**Expected Attendance:** 213 people

**Event ID:** AMYUSUbDb7HjUthK8i

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 85 across all properties

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

---