

Augusta University - Fall Graduation

DATE: Friday, December 12, 2025

LOCATION: Augusta, Georgia, US

Event Description

Augusta University - Fall Graduation is a premier academic event in Augusta. 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: academic

Importance Rank: 62/100

Expected Attendance: 3,762 people

Event ID: DHpYkGpGYzmoyPXJjH

Hotel Demand Indicators

ADR Impact Index: 6.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,505 across all properties

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