

Beat The Betty's

DATE: Saturday, August 23, 2025
LOCATION: Martinsburg, West Virginia, US

Event Description

Beat The Betty's is a premier expos event in Martinsburg. 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: expos

Importance Rank: 37/100

Expected Attendance: 229 people

Event ID: sCUYVTuiPQW5AjLB6Y

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: 92 across all properties

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