

BECOME A TRAVEL BUSINESS OWNER | Sandy Springs, GA

DATE: Tuesday, August 19, 2025
LOCATION: Sandy Springs, Georgia, US

Event Description

BECOME A TRAVEL BUSINESS OWNER | Sandy Springs, GA is a premier conferences event in Sandy Springs. 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: 24/100

Expected Attendance: 53 people

Event ID: HQasKWA96VTSkK6uyq

Hotel Demand Indicators

ADR Impact Index: 3.5x 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: 21 across all properties

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