

BEDR Internal Showcase: Jessica Saterno (Psychology), Same Hirshman (Marketing), and Jordan Wylie (Psychology)

DATE: Tuesday, August 26, 2025
LOCATION: Ithaca, New York, US

Event Description

BEDR Internal Showcase: Jessica Saterno (Psychology), Same Hirshman (Marketing), and Jordan Wylie (Psychology) is a premier expos event in Ithaca. 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: 30/100

Expected Attendance: 100 people

Event ID: FQko885Pdk8kxXHgZS

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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

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<https://becircadian.com/events/bedr-internal-showcase-jessica-saterno-psychology-same-hirshman-marketing-and-jordan-wylie-psychology>

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