

Betty's Conference for Empowering Women PREP DAY

DATE: Saturday, August 16, 2025
LOCATION: Kansas City, Missouri, US

Event Description

Betty's Conference for Empowering Women PREP DAY is a premier conferences event in Kansas City. 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: 50/100

Expected Attendance: 10,000 people

Event ID: 75vAQvpn2WQ9MGa7n6

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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