

Booked, Busy, & Licensed

DATE: Wednesday, August 20, 2025

LOCATION: Pensacola, Florida, US

Event Description

Booked, Busy, & Licensed is a premier conferences event in Pensacola. 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: FPPdPnfWbA42rg9n5e

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.

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