

# BTone Fitness is Hosting The Wellness Way Approach to Hormones

DATE: Thursday, November 13, 2025  
LOCATION: Southborough, Massachusetts, US

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## Event Description

BTone Fitness is Hosting The Wellness Way Approach to Hormones is a premier community event in Southborough. 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:** community

**Importance Rank:** 16/100

**Expected Attendance:** 20 people

**Event ID:** 3RfKzrSRAcnK8Lv5fB

## Hotel Demand Indicators

**ADR Impact Index:** 2.9x 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:** 8 across all properties

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