

Datapalooza 3.0: From Data to Direction – Guiding Collective Action

DATE: Wednesday, August 20, 2025
LOCATION: Chapel Hill, Tennessee, US

Event Description

Datapalooza 3.0: From Data to Direction – Guiding Collective Action is a premier conferences event in Chapel Hill. 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: 41/100

Expected Attendance: 353 people

Event ID: 49THU96Fh7K8vhthwz

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 141 across all properties

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