

Hickory Nc for Women

DATE: Monday, August 25, 2025
LOCATION: Hickory, North Carolina, US

Event Description

Hickory Nc for Women is a premier expos event in Hickory. 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: 55/100

Expected Attendance: 1,863 people

Event ID: 9PHPyGgPx8HbhG8jAn

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 745 across all properties

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