

# Homebuying 101: Learn the Secrets, Avoid the Pitfalls, Secure the Keys!

DATE: Saturday, August 16, 2025  
LOCATION: Memphis, Tennessee, US

---

## Event Description

Homebuying 101: Learn the Secrets, Avoid the Pitfalls, Secure the Keys! is a premier conferences event in Memphis. 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:** 25/100

**Expected Attendance:** 56 people

**Event ID:** 8RdtMkSQ2weYqGBC63

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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

---