

# ITCOG-In The Company Of Generals 2025

DATE: Thursday, August 14, 2025  
LOCATION: Texarkana, Arkansas, US

---

## Event Description

ITCOG-In The Company Of Generals 2025 is a premier conferences event in Texarkana. 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:** 38/100

**Expected Attendance:** 252 people

**Event ID:** 6n35cwpAJiQ5Y3dEep

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 101 across all properties

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