

# Let's Explore Digital Storytelling! (MATTHEW HENSON)

DATE: Wednesday, August 13, 2025  
LOCATION: Phoenix, Arizona, US

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## Event Description

Let's Explore Digital Storytelling! (MATTHEW HENSON) is a premier community event in Phoenix. 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:** 36/100

**Expected Attendance:** 193 people

**Event ID:** BVxQAhcYGZDpg5NFoC

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 77 across all properties

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