

# LIFE IS ALWAYS IN SESSION (FREE Group Therapy)

DATE: Tuesday, August 19, 2025  
LOCATION: Los Angeles, California, US

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## Event Description

LIFE IS ALWAYS IN SESSION (FREE Group Therapy) is a premier conferences event in Los Angeles. 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:** 29/100

**Expected Attendance:** 87 people

**Event ID:** HpnLQB6m6Gan7gVLsJ

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 35 across all properties

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