

Market Leader Series: Network, Learn, Cultivate

DATE: Tuesday, August 19, 2025
LOCATION: West Monroe, Louisiana, US

Event Description

Market Leader Series: Network, Learn, Cultivate is a premier conferences event in West Monroe. 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: 50/100

Expected Attendance: 10,000 people

Event ID: 4TW8iUVd4Agb3cmm9R

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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