

Mats + Metabolism

DATE: Saturday, September 27, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Mats + Metabolism is a premier community event in Winston-Salem. 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: 14/100
Expected Attendance: 15 people
Event ID: 3yeA5yWX2Fbj8zqi7F

Hotel Demand Indicators

ADR Impact Index: 2.7x 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: 6 across all properties

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