

# Military Cultural Competency - (MCC)

DATE: Thursday, January 15, 2026  
LOCATION: Liberty, Texas, US

---

## Event Description

Military Cultural Competency - (MCC) is a premier conferences event in Liberty. 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:** 24/100

**Expected Attendance:** 49 people

**Event ID:** 3wM4Fz8DxZ5LYwTJaz

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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

---