

# Minority Business Happy Hour

DATE: Wednesday, August 20, 2025  
LOCATION: Kansas City, Missouri, US

---

## Event Description

Minority Business Happy Hour is a premier conferences event in Kansas City. 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:** 27/100

**Expected Attendance:** 74 people

**Event ID:** 5rm924Jj7LZy3ad9Kx

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 30 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/minority-business-happy-hour>

Document generated on 6/4/2026, 3:13:21 AM