

# Money & Movement: Financially Fit Over 40

DATE: Thursday, August 14, 2025  
LOCATION: Lakewood, Colorado, US

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## Event Description

Money & Movement: Financially Fit Over 40 is a premier conferences event in Lakewood. 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:** 17/100

**Expected Attendance:** 23 people

**Event ID:** C6JY6gab4HU6DWTzq

## Hotel Demand Indicators

**ADR Impact Index:** 2.9x 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:** 9 across all properties

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