

NAHB Association Management Conference (AMC)

DATE: Tuesday, August 19, 2025
LOCATION: Atlanta, Georgia, US

Event Description

NAHB Association Management Conference (AMC) is a premier conferences event in Atlanta. 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: 42/100

Expected Attendance: 385 people

Event ID: 8R8hWfceSdJE85D5cY

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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