

NJBIZ Leading Women in Business

DATE: Tuesday, August 19, 2025
LOCATION: Franklin Township, New Jersey, US

Event Description

NJBIZ Leading Women in Business is a premier conferences event in Franklin Township. 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: 39/100

Expected Attendance: 293 people

Event ID: Dh7EMzoUfn4nVNwXFY

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 117 across all properties

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