

PDA Southeast Chapter Vendor Showcase: Pharma on the Right Track

DATE: Wednesday, August 20, 2025
LOCATION: Raleigh, North Carolina, US

Event Description

PDA Southeast Chapter Vendor Showcase: Pharma on the Right Track is a premier expos event in Raleigh. 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: expos

Importance Rank: 48/100

Expected Attendance: 822 people

Event ID: E4dWQneyuVf7vpf5Wy

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 329 across all properties

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