

SB 721 Summit: A Round Table Discussion

DATE: Tuesday, August 19, 2025
LOCATION: North Highlands, California, US

Event Description

SB 721 Summit: A Round Table Discussion is a premier conferences event in North Highlands. 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: 28/100

Expected Attendance: 78 people

Event ID: GPNL28Uy6CjPZuqihe

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 31 across all properties

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