

Sip N Shoot | Networking Event at Mass Studios

DATE: Tuesday, August 19, 2025
LOCATION: West Palm Beach, Florida, US

Event Description

Sip N Shoot | Networking Event at Mass Studios is a premier conferences event in West Palm Beach. 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: 30/100

Expected Attendance: 96 people

Event ID: Hw8r62JiwLwD7fCxt4

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 38 across all properties

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