

# SNG Live: Government Efficiency

DATE: Wednesday, January 21, 2026  
LOCATION: Washington, District of Columbia, US

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## Event Description

SNG Live: Government Efficiency is a premier conferences event in Washington. 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:** 34/100

**Expected Attendance:** 160 people

**Event ID:** 8FHqGVZoNhjwcNApNy

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 64 across all properties

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