

TBD 2025 - Real Men Real Talk: Charlotte

DATE: Thursday, January 1, 2026
LOCATION: Charlotte, North Carolina, US

Event Description

TBD 2025 - Real Men Real Talk: Charlotte is a premier conferences event in Charlotte. 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: 25/100

Expected Attendance: 58 people

Event ID: 5iz4iBS5zNF5DoHBjU

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 23 across all properties

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

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