

The DMF Experience

DATE: Wednesday, August 20, 2025
LOCATION: Berry Hill, Tennessee, US

Event Description

The DMF Experience is a premier expos event in Berry Hill. 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: 43/100

Expected Attendance: 441 people

Event ID: 9NWGeq7swyv9NdMrQZ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 176 across all properties

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

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