

The Encounter Conference

DATE: Saturday, August 16, 2025
LOCATION: Hot Springs, Arkansas, US

Event Description

The Encounter Conference is a premier conferences event in Hot Springs. 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: 38/100

Expected Attendance: 239 people

Event ID: D5jUbRy543e58jYmM5

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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