

# The HECM - How to use your Home Equity

DATE: Thursday, August 14, 2025  
LOCATION: Edina, Minnesota, US

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## Event Description

The HECM - How to use your Home Equity is a premier conferences event in Edina. 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:** 21/100

**Expected Attendance:** 36 people

**Event ID:** E9WMr3oGrBkTZjiTm8

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x 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:** 14 across all properties

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