

# Unlocking Opportunities: Loan Programs for Multi-Family Real Estate Event

DATE: Wednesday, August 20, 2025  
LOCATION: Houston, Texas, US

## Event Description

Unlocking Opportunities: Loan Programs for Multi-Family Real Estate Event is a premier conferences event in Houston. 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:** 57 people

**Event ID:** 6YqoiAHKattc68o2me

## 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.*