

# Unmasking Encounter 2025: Facing the Mirror

DATE: Saturday, August 16, 2025  
LOCATION: Columbus, Georgia, US

## Event Description

Unmasking Encounter 2025: Facing the Mirror is a premier conferences event in Columbus. 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:** 34/100

**Expected Attendance:** 163 people

**Event ID:** CUqN9K98Ew2N66e4pv

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 65 across all properties

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