

# We Made the Mistakes You Don't: Social Media Marketing for Small Biz by DSE

DATE: Saturday, August 16, 2025  
LOCATION: Austin, Texas, US

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## Event Description

We Made the Mistakes You Don't: Social Media Marketing for Small Biz by DSE is a premier conferences event in Austin. 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:** 28/100  
**Expected Attendance:** 75 people  
**Event ID:** AUiGtm3nicxwUMfYmx

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 30 across all properties

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

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