

Wine, Women, and Wealth®p - Triad

DATE: Monday, August 18, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Wine, Women, and Wealth®p - Triad is a premier conferences event in Winston-Salem. 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: 33/100

Expected Attendance: 146 people

Event ID: 49KftW6A86jZUG4Md5

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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