

# Women of the (Happy) Hour

DATE: Wednesday, August 13, 2025

LOCATION: Neenah, Wisconsin, US

---

## Event Description

Women of the (Happy) Hour is a premier conferences event in Neenah. 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:** 32/100

**Expected Attendance:** 127 people

**Event ID:** H2ft4se2BvRySiKnes

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 51 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/women-of-the-happy-hour>

Document generated on 6/4/2026, 10:21:56 AM