

2025 ATLANTA HOLIDAY MAKERS MARKET

DATE: Thursday, December 18, 2025
LOCATION: Atlanta, Georgia, US

Event Description

2025 ATLANTA HOLIDAY MAKERS MARKET is a premier expos event in Atlanta. 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: expos

Importance Rank: 63/100

Expected Attendance: 4,231 people

Event ID: BGYAV2m7muoHywZrgF

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,692 across all properties

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