

28th Fiesta in America: Philippine Business EXPO - Aug 16 & 17

DATE: Saturday, August 16, 2025
LOCATION: East Rutherford, New Jersey, US

Event Description

28th Fiesta in America: Philippine Business EXPO - Aug 16 & 17 is a premier expos event in East Rutherford. 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: 56/100

Expected Attendance: 1,917 people

Event ID: 9y2FoZz2NkxmkozEm2

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 767 across all properties

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