

37th Annual New Braunfels Business Expo

DATE: Tuesday, September 9, 2025
LOCATION: New Braunfels, Texas, US

Event Description

37th Annual New Braunfels Business Expo is a premier expos event in New Braunfels. 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: 34/100

Expected Attendance: 150 people

Event ID: 44ae6fFhikK4TuKamZ

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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