

# 5th Annual Terror Trail & Trunk-or-Treat Festival

DATE: Friday, October 17, 2025  
LOCATION: City of Industry, California, US

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## Event Description

5th Annual Terror Trail & Trunk-or-Treat Festival is a premier expos event in City of Industry. 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:** 54/100  
**Expected Attendance:** 1,604 people  
**Event ID:** A7JJykfehKPdBdsfsgs

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 642 across all properties

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

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