

# 618 TCG EXPO!

DATE: Friday, August 15, 2025

LOCATION: Troy, Illinois, US

---

## Event Description

618 TCG EXPO! is a premier expos event in Troy. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** 8jJBXriwRjCjRyPzbY

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 225 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/618-tcg-expo>

Document generated on 6/4/2026, 2:01:37 AM