

A Taste of Black Gwinnett: Black Dollar Power Weekend Edition

DATE: Friday, August 15, 2025
LOCATION: Norcross, Georgia, US

Event Description

A Taste of Black Gwinnett: Black Dollar Power Weekend Edition is a premier expos event in Norcross. 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: 40/100

Expected Attendance: 325 people

Event ID: 9Pxq6kCMuVD3yd6QWd

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 130 across all properties

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