

April 20, 2025 Barrel Bash

DATE: Wednesday, December 31, 2025

LOCATION: Harlem, Georgia, US

Event Description

April 20, 2025 Barrel Bash is a premier expos event in Harlem. 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: 43/100

Expected Attendance: 472 people

Event ID: CkJgGMVdze5ySA5HRH

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 189 across all properties

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