

ARA/FMLS SHOWCASE 2025: Atlanta - City of the Future

DATE: Thursday, August 21, 2025
LOCATION: Atlanta, Georgia, US

Event Description

ARA/FMLS SHOWCASE 2025: Atlanta - City of the Future is a premier expos event in Atlanta. 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: 60/100

Expected Attendance: 3,000 people

Event ID: GoyYAJu8LkmVRoCwTA

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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