

Art in the Park: Harlem River Reimagined

DATE: Friday, August 15, 2025
LOCATION: The Bronx, New York, US

Event Description

Art in the Park: Harlem River Reimagined is a premier expos event in The Bronx. 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: 432 people

Event ID: WbyAxxZNg9bUbEXLTi

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: 173 across all properties

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