

# Art Walk Art Expo

DATE: Friday, January 9, 2026  
LOCATION: New Bern, North Carolina, US

---

## Event Description

Art Walk Art Expo is a premier expos event in New Bern. 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:** 32/100

**Expected Attendance:** 132 people

**Event ID:** NSJn74v3E5iL6gYppF

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 53 across all properties

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

---