

Atlanta Shoppers Stop Festival Special Exhibition

DATE: Saturday, August 23, 2025
LOCATION: Cumming, Georgia, US

Event Description

Atlanta Shoppers Stop Festival Special Exhibition is a premier expos event in Cumming. 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: 50/100
Expected Attendance: 997 people
Event ID: ELnQzBREezujAjbGd

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 399 across all properties

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