

# Avert Your Ivories: Journey of Ivory through History, Cultures, and Global Ethics

DATE: Thursday, September 25, 2025

LOCATION: Lubbock, Texas, US

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## Event Description

Avert Your Ivories: Journey of Ivory through History, Cultures, and Global Ethics is a premier expos event in Lubbock. 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:** 52/100

**Expected Attendance:** 1,299 people

**Event ID:** 6r7jppNYg2JzVjFybV

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 520 across all properties

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