

Back to School, Back to Beauty ! Smart Looks Start Here

DATE: Thursday, August 28, 2025
LOCATION: Manhasset, New York, US

Event Description

Back to School, Back to Beauty ! Smart Looks Start Here is a premier expos event in Manhasset. 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: 57/100
Expected Attendance: 2,232 people
Event ID: 4e7D6yosx5PNcJzAoK

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 893 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/back-to-school-back-to-beauty-smart-looks-start-here>

Document generated on 6/4/2026, 11:05:40 AM