

# BFG Marketplace Expo West 2025

DATE: Tuesday, October 7, 2025

LOCATION: Reno, Nevada, US

## Event Description

BFG Marketplace Expo West 2025 is a premier expos event in Reno. 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:** 67/100

**Expected Attendance:** 7,000 people

**Event ID:** 4FLd2iifApBPzbxVFG

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,800 across all properties

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