

Bookmarks Book Fair for Adults

DATE: Sunday, August 17, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Bookmarks Book Fair for Adults is a premier expos event in Winston-Salem. 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: 49/100

Expected Attendance: 936 people

Event ID: H7E8PtJGmpwFQQSPxB

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 374 across all properties

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