

Brick Fan Expo - Brick to School LEGO Fest

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

Event Description

Brick Fan Expo - Brick to School LEGO Fest is a premier expos event in Duluth. 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: 62/100
Expected Attendance: 4,124 people
Event ID: 6UTt2NuSUx7PhvNywP

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,650 across all properties

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