

Business Showcase

DATE: Thursday, August 28, 2025
LOCATION: San Marcos, Texas, US

Event Description

Business Showcase is a premier expos event in San Marcos. 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: 47/100

Expected Attendance: 719 people

Event ID: 3hKYVdnLc9QKaN9Kh8

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 288 across all properties

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

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Document generated on 6/3/2026, 9:44:53 PM