

# Collin County Black Chamber: Innovation Exchange (Business Expo)

DATE: Saturday, August 23, 2025  
LOCATION: Allen, Texas, US

## Event Description

Collin County Black Chamber: Innovation Exchange (Business Expo) is a premier expos event in Allen. 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:** 55/100

**Expected Attendance:** 1,732 people

**Event ID:** 8W99ttbrFPHK5ZQJGe

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 693 across all properties

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