

Content Pick-Up Party 17.4, "Profiles" at CURA Contemporary in Morgan Hill

DATE: Thursday, August 21, 2025
LOCATION: Morgan Hill, California, US

Event Description

Content Pick-Up Party 17.4, "Profiles" at CURA Contemporary in Morgan Hill is a premier expos event in Morgan Hill. 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: 50/100
Expected Attendance: 1,053 people
Event ID: EBtCFm3MFVBrFwfZUo

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 421 across all properties

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