

Curator's Tour of Life with Photographs: 75 Years of the Eastman Museum

DATE: Saturday, August 16, 2025
LOCATION: Rochester, New York, US

Event Description

Curator's Tour of Life with Photographs: 75 Years of the Eastman Museum is a premier expos event in Rochester. 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: 48/100
Expected Attendance: 829 people
Event ID: 4SEj68JxipjBWmv29X

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 332 across all properties

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