

Dream Big Presents Eye wear Trunk Show

DATE: Friday, October 24, 2025
LOCATION: Sugar Hill, Georgia, US

Event Description

Dream Big Presents Eye wear Trunk Show is a premier expos event in Sugar 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: 47/100

Expected Attendance: 746 people

Event ID: 3vxpuvRKHdZS7iaFzm

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: 298 across all properties

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