

Earth Tones: Where Art Meets Action

DATE: Thursday, September 18, 2025
LOCATION: Portsmouth, New Hampshire, US

Event Description

Earth Tones: Where Art Meets Action is a premier expos event in Portsmouth. 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: 38/100

Expected Attendance: 265 people

Event ID: B6v3ztwNjw2swqiw62

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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

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Document generated on 6/4/2026, 7:55:23 AM