

# Fashion Sketching Workshop with Designer Liliana Montoya

DATE: Saturday, August 23, 2025  
LOCATION: Miami, Florida, US

## Event Description

Fashion Sketching Workshop with Designer Liliana Montoya is a premier expos event in Miami. 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:** 258 people

**Event ID:** 8UDyHQL7RqQnMoymfi

## 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:** 103 across all properties

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