

First Fridays: The Making of the Main House: From Estate to Museum

DATE: Friday, October 3, 2025
LOCATION: Upper Brookville, New York, US

Event Description

First Fridays: The Making of the Main House: From Estate to Museum is a premier expos event in Upper Brookville. 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: 40/100

Expected Attendance: 305 people

Event ID: 7tdrvaCdJK4CbECYuC

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 122 across all properties

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