

# Free Lord of the Rings & Harry Potter Art & Cosplay Expo: Salt Lake City, UT

DATE: Friday, August 15, 2025  
LOCATION: Salt Lake City, Utah, US

## Event Description

Free Lord of the Rings & Harry Potter Art & Cosplay Expo: Salt Lake City, UT is a premier expos event in Salt Lake City. 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:** 55/100

**Expected Attendance:** 1,882 people

**Event ID:** FsMzPF3j8dLEY9Vvph

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 753 across all properties

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