

# Gina Occhiogrosso, Abiam Alvarez & Open Call Opening Reception

DATE: Saturday, January 10, 2026  
LOCATION: Morgan Hill, California, US

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## Event Description

Gina Occhiogrosso, Abiam Alvarez & Open Call Opening Reception is a premier expos event in Morgan 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:** 33/100

**Expected Attendance:** 142 people

**Event ID:** 7MJsZ6Rt4wzdUJv7Qe

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 57 across all properties

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

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