

Half Magic x Ulta Beauty in Dunwoody, GA

DATE: Saturday, August 23, 2025

LOCATION: Atlanta, Georgia, US

Event Description

Half Magic x Ulta Beauty in Dunwoody, GA is a premier expos event in Atlanta. 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: 54/100

Expected Attendance: 1,633 people

Event ID: HZ3AuYcLfJn978szW

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 653 across all properties

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