

HALLOWCON EXPO

DATE: Saturday, August 16, 2025
LOCATION: Mineral Wells, West Virginia, US

Event Description

HALLOWCON EXPO is a premier expos event in Mineral Wells. 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: 49/100
Expected Attendance: 896 people
Event ID: 5qxTxcfot72NkMBZi

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 358 across all properties

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