

Heartland Nail Expo 2025

DATE: Sunday, August 17, 2025
LOCATION: Broken Arrow, Oklahoma, US

Event Description

Heartland Nail Expo 2025 is a premier expos event in Broken Arrow. 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: 1,691 people

Event ID: Lp9WY3KeuF2BN9XTtE

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: 676 across all properties

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