

# Home Improvement SWFL

DATE: Saturday, September 27, 2025

LOCATION: Fort Myers, Florida, US

## Event Description

Home Improvement SWFL is a premier expos event in Fort Myers. 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:** 64/100

**Expected Attendance:** 4,771 people

**Event ID:** G59xTyrWCUBPnqrEn3

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,908 across all properties

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