

JOIN HEINEKEN® SILVER AT US OPEN FAN WEEK WITH A BEER

DATE: Monday, August 18, 2025
LOCATION: Queens, New York, US

Event Description

JOIN HEINEKEN® SILVER AT US OPEN FAN WEEK WITH A BEER is a premier expos event in Queens. 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: 46/100

Expected Attendance: 657 people

Event ID: DYctCV3hUYqPdQ2mVF

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 263 across all properties

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