

# Joint meeting with VAGF & VALA

DATE: Wednesday, October 22, 2025

LOCATION: Frisco, Texas, US

---

## Event Description

Joint meeting with VAGF & VALA is a premier expos event in Frisco. 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:** 651 people

**Event ID:** 35wssDotuU3U7NfJiC

## 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:** 260 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/joint-meeting-with-vagf-vala>

Document generated on 6/4/2026, 3:33:04 AM