

Iululemon Smith Haven x OTF Stonybrook: Sweat & Shop

DATE: Sunday, October 26, 2025
LOCATION: Lake Grove, New York, US

Event Description

Iululemon Smith Haven x OTF Stonybrook: Sweat & Shop is a premier expos event in Lake Grove. 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: 44/100

Expected Attendance: 480 people

Event ID: 3uEbqCG59T6GV2v5LK

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 192 across all properties

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