

Macy's Braintree - Semi-Annual Fine Jewelry Sale - August 14th through 24th

DATE: Thursday, August 21, 2025
LOCATION: Braintree, Massachusetts, US

Event Description

Macy's Braintree - Semi-Annual Fine Jewelry Sale - August 14th through 24th is a premier expos event in Braintree. 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: 54/100

Expected Attendance: 1,660 people

Event ID: HU9QUMuAjlVW9o2Gdu4

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 664 across all properties

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