

Major Fitness Rack Up NYC Pop-Up

DATE: Sunday, October 12, 2025
LOCATION: New York, New York, US

Event Description

Major Fitness Rack Up NYC Pop-Up is a premier expos event in New York. 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: 51/100

Expected Attendance: 1,070 people

Event ID: 3LwUHRbc5Y73tV7fQB

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 428 across all properties

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