

# Make, Bake and Buy 2025

DATE: Saturday, November 1, 2025  
LOCATION: Fort Wayne, Indiana, US

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## Event Description

Make, Bake and Buy 2025 is a premier expos event in Fort Wayne. 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:** 66/100

**Expected Attendance:** 6,516 people

**Event ID:** F7ew658TgYuVFp5awk

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,606 across all properties

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

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Document generated on 6/4/2026, 12:27:38 AM