

Mammograms & Manicures: Beauty Meets Breast Health

DATE: Saturday, October 25, 2025
LOCATION: Los Angeles, California, US

Event Description

Mammograms & Manicures: Beauty Meets Breast Health is a premier expos event in Los Angeles. 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: 1,603 people

Event ID: 4yZ77YU3g8hU6Q9ewk

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: 641 across all properties

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