

# MMP Expo (MMM Page)

DATE: Friday, August 22, 2025  
LOCATION: Concord, North Carolina, US

---

## Event Description

MMP Expo (MMM Page) is a premier expos event in Concord. 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:** 523 people

**Event ID:** 9oY6qD7qzbBkq3BMgR

## 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:** 209 across all properties

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

---