

Mobile Markets Event

DATE: Thursday, August 28, 2025
LOCATION: Wake Forest, North Carolina, US

Event Description

Mobile Markets Event is a premier expos event in Wake Forest. 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: 41/100

Expected Attendance: 347 people

Event ID: 3YTxhnyZTTdo7ENJh8

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 139 across all properties

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