

Natural Ink Tattoo Expo: Salem, MA

DATE: Friday, August 15, 2025
LOCATION: Salem, Massachusetts, US

Event Description

Natural Ink Tattoo Expo: Salem, MA is a premier expos event in Salem. 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: 1,101 people

Event ID: 9qYcEbhPW6RezoKhyj

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: 440 across all properties

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