

New York Bridal & Wedding Expo

DATE: Saturday, September 13, 2025
LOCATION: Rochester, New York, US

Event Description

New York Bridal & Wedding Expo is a premier expos event in Rochester. 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: 67/100

Expected Attendance: 7,000 people

Event ID: 3Zz2HieA82CF5ugp2o

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,800 across all properties

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