

# Night of Diamonds & Pearls Fashion Show

DATE: Wednesday, August 27, 2025

LOCATION: Cape Coral, Florida, US

## Event Description

Night of Diamonds & Pearls Fashion Show is a premier expos event in Cape Coral. 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:** 47/100

**Expected Attendance:** 675 people

**Event ID:** 5eZ2rozgR4X7kR8Kzq

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 270 across all properties

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