

# Oakland Black Business Expo: Buy Black Oakland

DATE: Saturday, August 30, 2025  
LOCATION: Oakland, California, US

---

## Event Description

Oakland Black Business Expo: Buy Black Oakland is a premier expos event in Oakland. 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:** 57/100

**Expected Attendance:** 2,157 people

**Event ID:** 7XPShGiU6oCaESBpFh

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 863 across all properties

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

---