

Old Dominion Fashion Exhibitors - Wholesale Apparel & Accessory Markets

DATE: Wednesday, August 13, 2025
LOCATION: Greenville, South Carolina, US

Event Description

Old Dominion Fashion Exhibitors - Wholesale Apparel & Accessory Markets is a premier expos event in Greenville. 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: 50/100
Expected Attendance: 1,000 people
Event ID: 52ytm7o37jDhdEQ5Pk

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: 400 across all properties

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