

# OVERLAND EXPO EAST 2025

DATE: Friday, October 3, 2025  
LOCATION: Manassas, Virginia, US

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## Event Description

OVERLAND EXPO EAST 2025 is a premier expos event in Manassas. 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:** 62/100

**Expected Attendance:** 4,107 people

**Event ID:** CdMx9hZdJQEUAU9DLf

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,643 across all properties

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

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Document generated on 6/4/2026, 6:04:55 AM