

PERFORMANCE: Lea Bertucci + Olivia Block

DATE: Wednesday, September 10, 2025
LOCATION: Asheville, North Carolina, US

Event Description

PERFORMANCE: Lea Bertucci + Olivia Block is a premier expos event in Asheville. 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: 44/100
Expected Attendance: 529 people
Event ID: GFZmFsTArmEWCSqtYE

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 212 across all properties

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