

# PÄRL \$• Ô2 5\$T TIVE FESTIVAL

DATE: Thursday, September 18, 2025

LOCATION: Tulsa, Oklahoma, US

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## Event Description

PÄRL BIPOC CREATIVE FESTIVAL is a premier expos event in Tulsa. 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:** 65/100

**Expected Attendance:** 5,896 people

**Event ID:** 7fwbpyTDH5kCFqnGk

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,358 across all properties

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