

# Project REACH Senior Expos Powered by NV Energy - Aliante

DATE: Thursday, August 21, 2025  
LOCATION: North Las Vegas, Nevada, US

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## Event Description

Project REACH Senior Expos Powered by NV Energy - Aliante is a premier expos event in North Las Vegas. 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:** 43/100

**Expected Attendance:** 448 people

**Event ID:** 7Cbe5Fq5nWFyiEV5nX

## 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:** 179 across all properties

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

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