

# REFRESH & FLOW

DATE: Sunday, January 11, 2026  
LOCATION: Altamonte Springs, Florida, US

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## Event Description

REFRESH & FLOW is a premier community event in Altamonte Springs. 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:** community  
**Importance Rank:** 18/100  
**Expected Attendance:** 25 people  
**Event ID:** DEqe4iCiAr3WpVy33x

## Hotel Demand Indicators

**ADR Impact Index:** 3.0x 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:** 10 across all properties

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