

S3 Salon Suites Grand Experience

DATE: Saturday, August 23, 2025
LOCATION: Durham, North Carolina, US

Event Description

S3 Salon Suites Grand Experience is a premier expos event in Durham. 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: 36/100

Expected Attendance: 198 people

Event ID: 8PWih8xCtTU5ykMnZs

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 79 across all properties

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