

Schwarzkopf Professional Creative Reds & Coppers

DATE: Monday, September 29, 2025
LOCATION: Woodstock, New Brunswick, CA

Event Description

Schwarzkopf Professional Creative Reds & Coppers is a premier expos event in Woodstock. 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: 54/100

Expected Attendance: 1,586 people

Event ID: ATJnaNjjZ4CXByJHdp

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 634 across all properties

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