

# SEPHORA Rouge Event 2025

DATE: Sunday, August 17, 2025  
LOCATION: Palm Beach Gardens, Florida, US

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## Event Description

SEPHORA Rouge Event 2025 is a premier expos event in Palm Beach Gardens. 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:** 45/100

**Expected Attendance:** 589 people

**Event ID:** CmTgeQxxMm4FeefVBk

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 236 across all properties

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

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