

Shine Bright, Do Good: Kendra Scott x American Cancer Society

DATE: Wednesday, September 10, 2025
LOCATION: Boca Raton, Florida, US

Event Description

Shine Bright, Do Good: Kendra Scott x American Cancer Society is a premier expos event in Boca Raton. 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: 49/100

Expected Attendance: 882 people

Event ID: BhKZ3YHVUXEsMo2XAU

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 353 across all properties

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