

SNEAKER CON DALLAS AUGUST 23 & 24 THE GREATEST SNEAKER SHOW ON EARTH

DATE: Saturday, August 23, 2025
LOCATION: Dallas, Texas, US

Event Description

SNEAKER CON DALLAS AUGUST 23 & 24 THE GREATEST SNEAKER SHOW ON EARTH is a premier expos event in Dallas. 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: 62/100

Expected Attendance: 3,977 people

Event ID: 8qw2tr6HsDfwmJtRSX

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,591 across all properties

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