

STEM City Expo

DATE: Saturday, August 16, 2025
LOCATION: Robins Air Force Base, Georgia, US

Event Description

STEM City Expo is a premier expos event in Robins Air Force Base. 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: 56/100

Expected Attendance: 2,028 people

Event ID: HnM7mptMvaQ4BEmaQm

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 811 across all properties

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