

Summer Arts Mixer

DATE: Wednesday, August 20, 2025
LOCATION: Atlantic City, New Jersey, US

Event Description

Summer Arts Mixer is a premier expos event in Atlantic City. 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: 899 people

Event ID: 32iPmpdgDrvgwKv6Vc

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: 360 across all properties

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