

SWFL Small Business Expo Day Party

DATE: Saturday, August 16, 2025
LOCATION: Fort Myers, Florida, US

Event Description

SWFL Small Business Expo Day Party is a premier expos event in Fort Myers. 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: 2,022 people

Event ID: yGBNBsE5S7v5u6GGXj

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: 809 across all properties

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