

TARA Conference & Four State Fusion Trade Show

DATE: Thursday, September 4, 2025
LOCATION: San Antonio, Texas, US

Event Description

TARA Conference & Four State Fusion Trade Show is a premier expos event in San Antonio. 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: 54/100

Expected Attendance: 1,650 people

Event ID: 47Qd2msZfsAsba4SF6

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 660 across all properties

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