

The 37th ANNUAL UNAA CONVENTION & TRADE EXPO 2025

DATE: Thursday, August 28, 2025
LOCATION: New Orleans, Louisiana, US

Event Description

The 37th ANNUAL UNAA CONVENTION & TRADE EXPO 2025 is a premier expos event in New Orleans. 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: 58/100

Expected Attendance: 2,505 people

Event ID: BBM7X8TQoT5WsuSmwB

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,002 across all properties

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