

# The Art of Sake

DATE: Sunday, August 17, 2025  
LOCATION: New Smyrna Beach, Florida, US

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## Event Description

The Art of Sake is a premier expos event in New Smyrna Beach. 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:** 41/100

**Expected Attendance:** 353 people

**Event ID:** FvrDxNUMd3M9YQ8tgA

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 141 across all properties

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

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