

# The Aurora Ballroom at the German American Society Bridal Show

DATE: Thursday, January 8, 2026  
LOCATION: Hamilton Township, New Jersey, US

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## Event Description

The Aurora Ballroom at the German American Society Bridal Show is a premier expos event in Hamilton Township. 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:** 31/100

**Expected Attendance:** 107 people

**Event ID:** 78J8YF2VHpRcX6h3Mq

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 43 across all properties

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

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