

The Big Glow New Year's Digital Detox & Breathwork Retreat

DATE: Wednesday, December 31, 2025
LOCATION: Black Mountain, North Carolina, US

Event Description

The Big Glow New Year's Digital Detox & Breathwork Retreat is a premier expos event in Black Mountain. 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: 51/100
Expected Attendance: 1,166 people
Event ID: EcuKBVh46cccQzjs4j

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 466 across all properties

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