

The Crossing Annual Juried Exhibition- Call To Artists

DATE: Thursday, August 14, 2025
LOCATION: New London, Connecticut, US

Event Description

The Crossing Annual Juried Exhibition-Call To Artists is a premier expos event in New London. 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: 53/100
Expected Attendance: 1,392 people
Event ID: A8J9ffAMLRDyASGLMT

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 557 across all properties

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