

The Morning/Mourning After: Gallery 440

DATE: Saturday, August 23, 2025
LOCATION: Fort Worth, Texas, US

Event Description

The Morning/Mourning After: Gallery 440 is a premier expos event in Fort Worth. 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: 46/100

Expected Attendance: 637 people

Event ID: 8CfPhwJSnMG2FM5fZo

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 255 across all properties

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