

The Summer Show at The M Hotel Buffalo

DATE: Sunday, August 24, 2025
LOCATION: Cheektowaga, New York, US

Event Description

The Summer Show at The M Hotel Buffalo is a premier expos event in Cheektowaga. 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: 620 people

Event ID: w5sbAXRMDKUkcm8SjH

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: 248 across all properties

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