

# "The Surreal Life of Isac Gres"

DATE: Wednesday, August 13, 2025  
LOCATION: St. Petersburg, Florida, US

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## Event Description

"The Surreal Life of Isac Gres" is a premier expos event in St. Petersburg. 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:** 47/100

**Expected Attendance:** 677 people

**Event ID:** 9k5f6Tz7iTJDQQSwH5

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 271 across all properties

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

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Document generated on 6/4/2026, 8:52:32 AM