

Third Thursday Artist Workshops

DATE: Thursday, August 21, 2025
LOCATION: Allentown, Pennsylvania, US

Event Description

Third Thursday Artist Workshops is a premier expos event in Allentown. 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: 1,136 people

Event ID: FV7s4RGzCa2tbAfb3U

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: 454 across all properties

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