

To Hold a Form Curatorial Tour

DATE: Friday, August 22, 2025
LOCATION: Reno, Nevada, US

Event Description

To Hold a Form Curatorial Tour is a premier expos event in Reno. 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: 39/100

Expected Attendance: 291 people

Event ID: 4w5JD2nssaVGJfofhT

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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

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