

Triad Minority and Women's Business Expo

DATE: Saturday, August 23, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Triad Minority and Women's Business Expo is a premier expos event in Winston-Salem. 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: 55/100

Expected Attendance: 1,725 people

Event ID: ZoB6QgakYsqRpkCUzQ

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 690 across all properties

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