

# Twilight Shape and Shop

DATE: Tuesday, August 19, 2025  
LOCATION: Santa Rosa Beach, Florida, US

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## Event Description

Twilight Shape and Shop is a premier expos event in Santa Rosa Beach. 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:** 36/100

**Expected Attendance:** 198 people

**Event ID:** 9U2hmekqvZV45GYKms

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 79 across all properties

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