

VENDOR CALL AT WHEATON MALL

DATE: Saturday, August 16, 2025
LOCATION: Silver Spring, Maryland, US

Event Description

VENDOR CALL AT WHEATON MALL is a premier expos event in Silver Spring. 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: 189 people

Event ID: 3UfRBEMc5eQS4V6BJH

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: 76 across all properties

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