

# Volusia Women's Day presented by Shores Medical Spa

DATE: Sunday, August 24, 2025  
LOCATION: New Smyrna Beach, Florida, US

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## Event Description

Volusia Women's Day presented by Shores Medical Spa is a premier expos event in New Smyrna 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:** 51/100

**Expected Attendance:** 1,083 people

**Event ID:** 3H6J8LkuzbSDvr4Arx

## 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:** 433 across all properties

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

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