

Walker Basin Conservancy Nursery: Native Plant Sale

DATE: Wednesday, August 27, 2025
LOCATION: Smith Valley, Nevada, US

Event Description

Walker Basin Conservancy Nursery: Native Plant Sale is a premier expos event in Smith Valley. 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: 38/100

Expected Attendance: 238 people

Event ID: BxxqsiFdEtHQJgdWo4

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 95 across all properties

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