

Women's Expo Book Signing and Author Meet & Greet

DATE: Saturday, August 16, 2025
LOCATION: Little Rock, Arkansas, US

Event Description

Women's Expo Book Signing and Author Meet & Greet is a premier expos event in Little Rock. 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: 39/100

Expected Attendance: 281 people

Event ID: 3v6L6kT7uZz3WBsqQm

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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