

World Ag Expo 2026

DATE: Tuesday, February 10, 2026

LOCATION: Tulare, California, US

Event Description

World Ag Expo 2026 is a premier expos event in Tulare. 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: 91/100

Expected Attendance: 108,233 people

Event ID: 82LD7bMXfj9SqFJifJ

Hotel Demand Indicators

ADR Impact Index: 9.2x baseline (varies by property tier & location)

Occupancy Impact: +69 percentage points over baseline

Booking Lead Time: Demand begins 180 days before event

Impact Radius: 60km from venue

Estimated Room Nights: 43,293 across all properties

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

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