

You Are Your First Home: Day of Wellness

DATE: Sunday, August 17, 2025
LOCATION: Durham, North Carolina, US

Event Description

You Are Your First Home: Day of Wellness is a premier expos event in Durham. 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: 1,117 people

Event ID: FEpcdBtsTRfPa5NTPE

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: 447 across all properties

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