

Sample

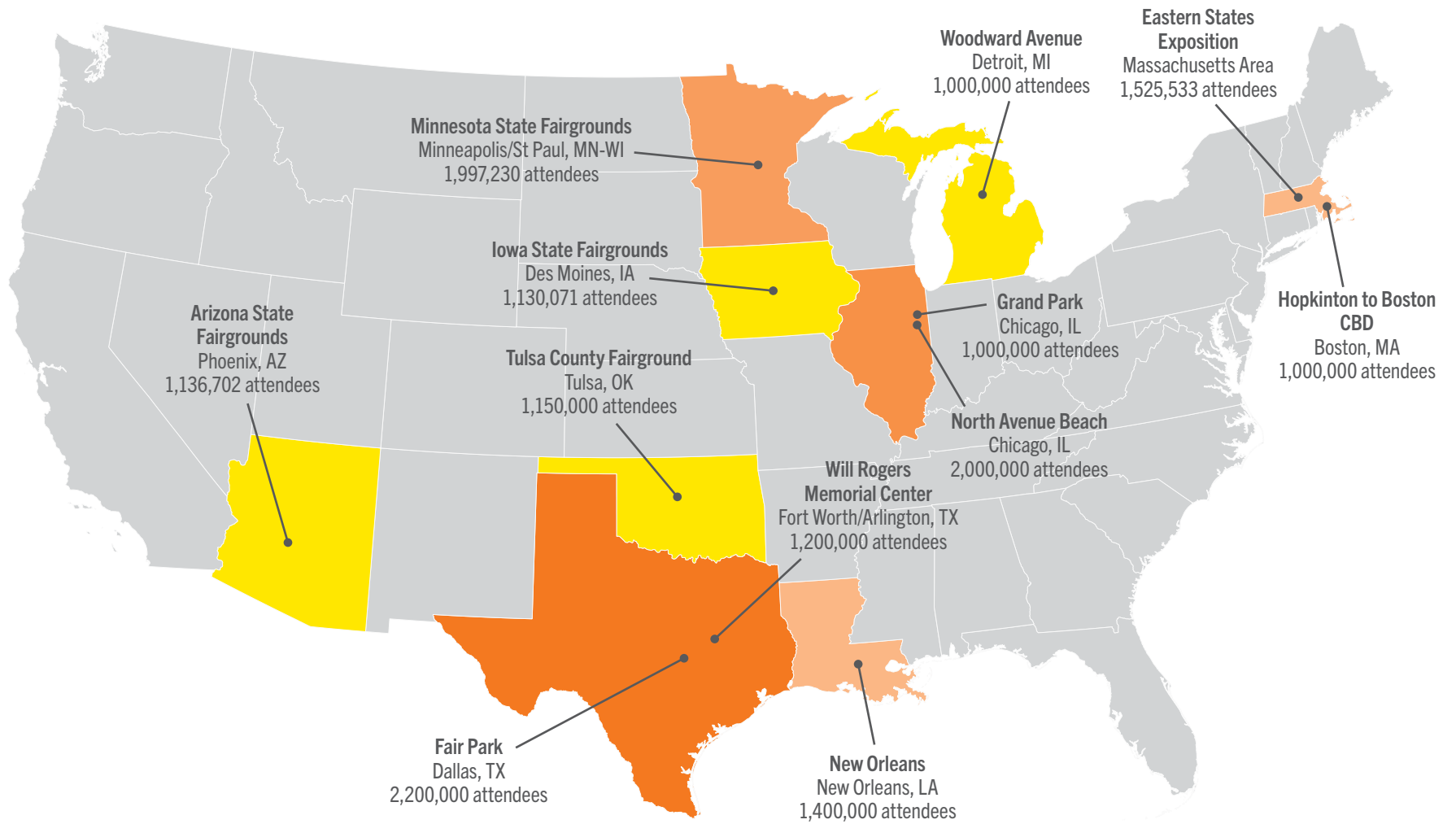
2018 Events Database

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Top 10 Venues by Average Attendance



Woodward Ave, Grant Park, and Hopkinton to Boston CBD are tied in last place with average of 1 million attendees

Cleveland Auto Show

EVENT TYPE CAR EXPO

Venue: **International Expo Center**
Attendees: **600,000**

Start Date: **February 24, 2017**
End Date: **March 5, 2017**

Hotels in Market: **206**
Rooms in Market: **24,251**

Start Date - Last Year
February 26, 2016

End Date - Last Year
March 6, 2016

Start Date - 2018
February 23, 2018

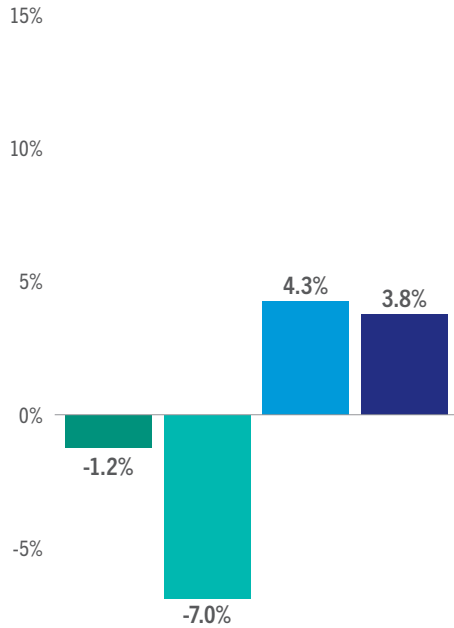
End Date - 2018
March 4, 2018

Start Date - 2019

End Date - 2019

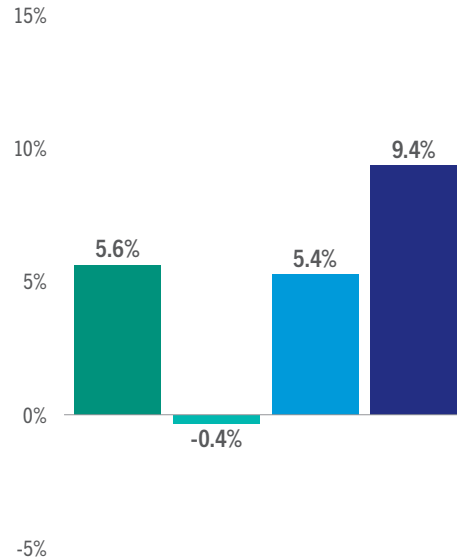
Market Average OCC: **57.8%**

OCC % Change



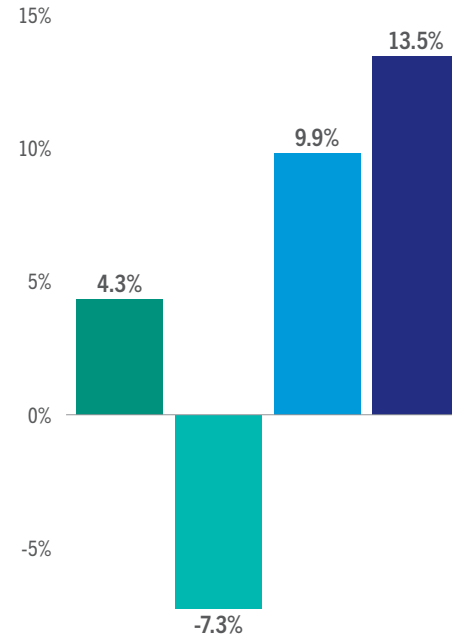
Market Average ADR: **\$101.52**

ADR % Change



Market Average RevPAR: **\$58.71**

RevPAR % Change



Distance from Event Venue to Airports (in miles)

Burke Lakefront Airport	12.0
Cleveland Hopkins Int'l Airport	0.9

Market:
Cleveland, OH

Submarket 1:
Cleveland Airport/Westlake, OH

Submarket 2:
Cleveland Surrounding Areas, OH

Submarket 3:
Cleveland CBD/Independence, OH