

# 2025 Convening: CIRCUS OF LIFE

DATE: Friday, October 24, 2025  
LOCATION: St. Louis, Missouri, US

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## Event Description

2025 Convening: CIRCUS OF LIFE is a premier festivals event in St. Louis. 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:** festivals

**Importance Rank:** 58/100

**Expected Attendance:** 2,650 people

**Event ID:** Eaag3rmG9u33NsAkFm

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,060 across all properties

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

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Document generated on 6/4/2026, 8:24:14 AM