

2025 IARF Educational Conference & Expo

DATE: Wednesday, August 27, 2025

LOCATION: Normal, Illinois, US

Event Description

2025 IARF Educational Conference & Expo is a premier expos event in Normal. 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: 54/100

Expected Attendance: 1,625 people

Event ID: BBw9M36ArZdb22LbX6

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 650 across all properties

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