

2025 ICSA Midwest Chapter and NIC-ASA Joint Fall Meeting

DATE: Thursday, October 2, 2025
LOCATION: Northbrook, Illinois, US

Event Description

2025 ICSA Midwest Chapter and NIC-ASA Joint Fall Meeting is a premier expos event in Northbrook. 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: 60/100
Expected Attendance: 3,256 people
Event ID: GcN8DCau6T92CV7n6e

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,302 across all properties

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