

# 2025 India Fest - by IAM

DATE: Saturday, August 16, 2025  
LOCATION: Saint Paul, Minnesota, US

---

## Event Description

2025 India Fest - by IAM is a premier festivals event in Saint Paul. 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:** 46/100

**Expected Attendance:** 666 people

**Event ID:** 4yHtpyJNBdTDgr6ax3

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 266 across all properties

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

---