

2025 NALMCO Convention & Trade Show

DATE: Sunday, October 19, 2025
LOCATION: Des Moines, Iowa, US

Event Description

2025 NALMCO Convention & Trade Show is a premier expos event in Des Moines. 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: 53/100

Expected Attendance: 1,409 people

Event ID: 3acRZFX85SSfdnF2RX

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 564 across all properties

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