

4th Annual Senior Health Fair

DATE: Thursday, August 21, 2025
LOCATION: Terre Haute, Indiana, US

Event Description

4th Annual Senior Health Fair is a premier festivals event in Terre Haute. 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: 39/100

Expected Attendance: 272 people

Event ID: C9sP7u4iuLZmLM8E6p

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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

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