

'80s Movie Nights at Riviera Theatre: The Great Outdoors

DATE: Thursday, August 14, 2025
LOCATION: Emmetsburg, Iowa, US

Event Description

'80s Movie Nights at Riviera Theatre: The Great Outdoors is a premier performing-arts event in Emmetsburg. 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: performing-arts
Importance Rank: 41/100
Expected Attendance: 352 people
Event ID: 5eQYmwMus2YvYoehkW

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 141 across all properties

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