

# 815 Day at Inscape Collective

DATE: Friday, August 15, 2025  
LOCATION: Rockford, Illinois, US

---

## Event Description

815 Day at Inscape Collective is a premier performing-arts event in Rockford. 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:** 37/100

**Expected Attendance:** 232 people

**Event ID:** 67uZMYgcdiqz5jbHP3

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 93 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/815-day-at-inscape-collective>

Document generated on 6/4/2026, 12:32:32 PM