

# AHL - Texas Stars vs Iowa Wild

DATE: Wednesday, January 21, 2026

LOCATION: Des Moines, Iowa, US

## Event Description

AHL - Texas Stars vs Iowa Wild is a premier sports 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:** sports

**Importance Rank:** 60/100

**Expected Attendance:** 3,211 people

**Event ID:** 8mZVcZUAD2B6WwK7kG

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,284 across all properties

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