

All In One Events Expo: Iowa Bridal and Quinceañera

DATE: Sunday, August 17, 2025
LOCATION: Des Moines, Iowa, US

Event Description

All In One Events Expo: Iowa Bridal and Quinceañera 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: 42/100

Expected Attendance: 391 people

Event ID: 6WHJBRCzw23z3y6idr

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 156 across all properties

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