

# Aloha to a New School Year: 2025 Back to School Fair

DATE: Thursday, August 14, 2025  
LOCATION: Hannibal, Missouri, US

## Event Description

Aloha to a New School Year: 2025 Back to School Fair is a premier festivals event in Hannibal. 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:** 37/100

**Expected Attendance:** 218 people

**Event ID:** 9wg3pwWkrpi86epY5P

## 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:** 87 across all properties

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