

# Anjelah Johnson-Reyes at Hoyt Sherman Place

DATE: Saturday, November 8, 2025  
LOCATION: Des Moines, Iowa, US

## Event Description

Anjelah Johnson-Reyes at Hoyt Sherman Place is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 42/100  
**Expected Attendance:** 400 people  
**Event ID:** D7iQhCZU2CbbfTQ6WH

## 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:** 160 across all properties

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