

# Arbor Evenings: Semple

DATE: Wednesday, August 13, 2025

LOCATION: Wheaton, Illinois, US

---

## Event Description

Arbor Evenings: Semple is a premier concerts event in Wheaton. 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:** concerts

**Importance Rank:** 36/100

**Expected Attendance:** 195 people

**Event ID:** 62jmDNTSbgrQH8xXAg

## 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:** 78 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/arbor-evenings-semple>

Document generated on 6/3/2026, 9:48:59 PM