

# Art in the Dark

DATE: Saturday, August 16, 2025

LOCATION: Elkader, Iowa, US

## Event Description

Art in the Dark is a premier festivals event in Elkader. 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:** 43/100

**Expected Attendance:** 432 people

**Event ID:** EH7jP7HRGXDbcBKns4

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 173 across all properties

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

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<https://becircadian.com/events/art-in-the-dark>

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