

# Brick Falls 2025 "Play Together, Play Forever"- A LEGO® Fan Expo

DATE: Saturday, August 16, 2025  
LOCATION: Sioux Falls, South Dakota, US

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## Event Description

Brick Falls 2025 "Play Together, Play Forever"- A LEGO® Fan Expo is a premier expos event in Sioux Falls. 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:** 58/100

**Expected Attendance:** 2,379 people

**Event ID:** DQZexVQQAjKv3MQ6iu

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 952 across all properties

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

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