

Come As You Are : Fashion Show + Pop Up Shop

DATE: Saturday, August 23, 2025
LOCATION: Aurora, Illinois, US

Event Description

Come As You Are : Fashion Show + Pop Up Shop is a premier expos event in Aurora. 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: 46/100

Expected Attendance: 597 people

Event ID: FrtJ9fSH4Wcqb3yWPo

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 239 across all properties

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