

Cost of Desire

DATE: Friday, August 15, 2025
LOCATION: Columbia, Missouri, US

Event Description

Cost of Desire is a premier concerts event in Columbia. 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: 50/100

Expected Attendance: 1,037 people

Event ID: GkqcJpvUmFNKEkE9jZ

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 415 across all properties

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