

# Dekalb Back Alley Market

DATE: Saturday, September 27, 2025

LOCATION: DeKalb, Illinois, US

## Event Description

Dekalb Back Alley Market is a premier expos event in DeKalb. 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:** 2,500 people

**Event ID:** 3MA9C7GHBgjz5ENGSE

## 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:** 1,000 across all properties

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