

# Des Moines Makers Market & Bar Hop

DATE: Sunday, November 23, 2025

LOCATION: Des Moines, Iowa, US

## Event Description

Des Moines Makers Market & Bar Hop is a premier expos event in Des Moines. 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:** 49/100

**Expected Attendance:** 900 people

**Event ID:** 3P4JczxjoE3KdCwYB7

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 360 across all properties

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