

Des Moines Symphony Orchestra - Scottish Highlands and Eroica at Des Moines Civic Center

DATE: Saturday, November 22, 2025

LOCATION: Des Moines, Iowa, US

Event Description

Des Moines Symphony Orchestra - Scottish Highlands and Eroica at Des Moines Civic Center is a premier concerts 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: concerts

Importance Rank: 59/100

Expected Attendance: 2,740 people

Event ID: AzkN33s6SdgZJuRprZ

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,096 across all properties

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

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<https://becircadian.com/events/des-moines-symphony-orchestra-scottish-highlands-and-eroica-at-des-moines-civic-center>

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