

Des Moines Women's Rugby D3 Festival

DATE: Saturday, August 16, 2025
LOCATION: West Des Moines, Iowa, US

Event Description

Des Moines Women's Rugby D3 Festival is a premier festivals event in West 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: festivals

Importance Rank: 48/100

Expected Attendance: 834 people

Event ID: C9tAWvd4uPDz7McHFp

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 334 across all properties

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