

Direct From Sweden - The Music of ABBA at Des Plaines Theatre

DATE: Wednesday, December 31, 2025
LOCATION: Des Plaines, Illinois, US

Event Description

Direct From Sweden - The Music of ABBA at Des Plaines Theatre is a premier performing-arts event in Des Plaines. 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: performing-arts
Importance Rank: 37/100
Expected Attendance: 221 people
Event ID: 3n939JVvnHxzS3uj2w

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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