

DIRECTV 2H 2025 Roadshow – Rosemont (Chicago), IL – 08/27/2025

DATE: Wednesday, August 27, 2025
LOCATION: Rosemont, Illinois, US

Event Description

DIRECTV 2H 2025 Roadshow – Rosemont (Chicago), IL – 08/27/2025 is a premier expos event in Rosemont. 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: 46/100

Expected Attendance: 663 people

Event ID: 4TfADBxhS89FMEp2QU

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 265 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/directv-2h-2025-roadshow-rosemont-chicago-il-08272025>

Document generated on 6/4/2026, 10:20:44 AM