

Fortune Feimster at Hoyt Sherman Place

DATE: Saturday, January 31, 2026

LOCATION: Des Moines, Iowa, US

Event Description

Fortune Feimster at Hoyt Sherman Place is a premier performing-arts 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: performing-arts

Importance Rank: 42/100

Expected Attendance: 400 people

Event ID: 7dyYRCEejtbCauH4nt

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 160 across all properties

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