

# Hairball ROCKS Iowa State Fair Grandstand!

DATE: Wednesday, August 13, 2025  
LOCATION: Des Moines, Iowa, US

## Event Description

Hairball ROCKS Iowa State Fair Grandstand! is a premier community 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:** community

**Importance Rank:** 33/100

**Expected Attendance:** 148 people

**Event ID:** 8YVh3ajAtGjQbgkV6f

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 59 across all properties

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