

Heather McMahan at Hoyt Sherman Place

DATE: Friday, November 21, 2025
LOCATION: Des Moines, Iowa, US

Event Description

Heather McMahan 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: AFctmCQ2qu3y3b4daY

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.
