

Hmong 50 Festival

DATE: Saturday, August 23, 2025
LOCATION: Saint Paul, Minnesota, US

Event Description

Hmong 50 Festival is a premier expos event in Saint Paul. 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: 57/100

Expected Attendance: 2,235 people

Event ID: 7CHocrE4ryVM7jTRL7

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 894 across all properties

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