

# Iowa Nighthawks vs Iowa Power

DATE: Saturday, August 16, 2025

LOCATION: Dubuque, Iowa, US

## Event Description

Iowa Nighthawks vs Iowa Power is a premier sports event in Dubuque. 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:** sports

**Importance Rank:** 57/100

**Expected Attendance:** 2,136 people

**Event ID:** 3tggEQ9v9dWceU3EpZ

## 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:** 854 across all properties

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