

Ireland and Its Aromatic Heritage | Film Discussion and Panel

DATE: Thursday, August 21, 2025
LOCATION: St. Louis, Missouri, US

Event Description

Ireland and Its Aromatic Heritage | Film Discussion and Panel is a premier expos event in St. Louis. 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: 49/100

Expected Attendance: 885 people

Event ID: 9RhSaYP8FHG4ACQP2u

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 354 across all properties

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