

IREM KC Reverse Expo

DATE: Thursday, August 21, 2025
LOCATION: Overland Park, Kansas, US

Event Description

IREM KC Reverse Expo is a premier expos event in Overland Park. 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: 41/100

Expected Attendance: 374 people

Event ID: FXM4GbFS4t4W5ASKAT

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 150 across all properties

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