

# IRWA Fall Conferences

DATE: Tuesday, September 9, 2025

LOCATION: Okoboji, Iowa, US

---

## Event Description

IRWA Fall Conferences is a premier conferences event in Okoboji. 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:** conferences

**Importance Rank:** 43/100

**Expected Attendance:** 455 people

**Event ID:** 6Kjf5FJch2PpNSojMN

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 182 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/irwa-fall-conferences>

Document generated on 6/3/2026, 8:43:31 PM