

KAM Fest! | Welcoming U of I Students to Krannert Art Museum

DATE: Tuesday, August 26, 2025
LOCATION: Champaign, Illinois, US

Event Description

KAM Fest! | Welcoming U of I Students to Krannert Art Museum is a premier expos event in Champaign. 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: 59/100
Expected Attendance: 2,911 people
Event ID: 4eSd68tJXC4XJWwTU

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,164 across all properties

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

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<https://becircadian.com/events/kam-fest-welcoming-u-of-i-students-to-krannert-art-museum>

Document generated on 6/4/2026, 1:05:39 PM