

Kusske Lecture & Dialogue: Janine Benyus

DATE: Monday, November 10, 2025
LOCATION: Minneapolis, Minnesota, US

Event Description

Kusske Lecture & Dialogue: Janine Benyus is a premier expos event in Minneapolis. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 3BgqYTXN9SJGLBJ89B

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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