

Lanterns on the Levee 2025

DATE: Saturday, September 13, 2025
LOCATION: Helena-West Helena, Arkansas, US

Event Description

Lanterns on the Levee 2025 is a premier expos event in Helena-West Helena. 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: 358 people

Event ID: AVPQ7e9Q3pUUMyJ3ns

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: 143 across all properties

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