

Live at the Lake • Central Park • Free Entertainment • Sushi Roll

DATE: Wednesday, August 20, 2025
LOCATION: Des Plaines, Illinois, US

Event Description

Live at the Lake • Central Park • Free Entertainment • Sushi Roll is a premier festivals event in Des Plaines. 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: festivals

Importance Rank: 40/100

Expected Attendance: 309 people

Event ID: DSCEnx6LQIRihyG8Eu

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 124 across all properties

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