

# Live Salsa Sunday with Johnny Blas

DATE: Sunday, September 7, 2025

LOCATION: Naperville, Illinois, US

## Event Description

Live Salsa Sunday with Johnny Blas is a premier performing-arts event in Naperville. 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:** performing-arts

**Importance Rank:** 50/100

**Expected Attendance:** 1,048 people

**Event ID:** Cv96rBSkuEy9CZqZ8v

## 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:** 419 across all properties

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