

MID-AIR Debut Performance Live at Fulton Street Collective

DATE: Wednesday, August 13, 2025
LOCATION: Chicago, Illinois, US

Event Description

MID-AIR Debut Performance Live at Fulton Street Collective is a premier performing-arts event in Chicago. 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: 33/100
Expected Attendance: 136 people
Event ID: GqKgo2uJd8Z8fwexSq

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 54 across all properties

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