

MIRACLES, SIGNS AND WONDERS AT THE IOWA STATE FAIR

DATE: Thursday, August 7, 2025
LOCATION: Spring Hill, Iowa, US

Event Description

MIRACLES, SIGNS AND WONDERS AT THE IOWA STATE FAIR is a premier festivals event in Spring Hill. 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: 47/100

Expected Attendance: 674 people

Event ID: D6wCEfKfdHW28By2Bm

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 270 across all properties

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