

# Monrovia Festival

DATE: Friday, September 5, 2025  
LOCATION: Monrovia, Indiana, US

## Event Description

Monrovia Festival is a premier festivals event in Monrovia. 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:** 50/100

**Expected Attendance:** 1,002 people

**Event ID:** 33DqeykgXi2VqovaET

## 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:** 401 across all properties

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