

Narwhal: Revealing an Arctic Legend

DATE: Saturday, August 16, 2025

LOCATION: Muncie, Indiana, US

Event Description

Narwhal: Revealing an Arctic Legend is a premier expos event in Muncie. 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: expos

Importance Rank: 63/100

Expected Attendance: 4,457 people

Event ID: J2n2EX927hjPxPTstT

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,783 across all properties

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