

New Year's Eve 'Neon Nights' Celebration & Fireworks at Winterfest

DATE: Wednesday, December 31, 2025
LOCATION: St. Louis, Missouri, US

Event Description

New Year's Eve 'Neon Nights' Celebration & Fireworks at Winterfest is a premier community event in St. Louis. 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: community
Importance Rank: 32/100
Expected Attendance: 119 people
Event ID: 6MTp4eCpCSEe9aQkcr

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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