

NLW Live

DATE: Friday, August 15, 2025
LOCATION: Saint Paul, Minnesota, US

Event Description

NLW Live is a premier performing-arts event in Saint Paul. 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: 35/100

Expected Attendance: 186 people

Event ID: 3R3LpSVw95ktCisHe9

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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