

# Oh, My Iowa! Show

DATE: Friday, August 15, 2025

LOCATION: Le Mars, Iowa, US

## Event Description

Oh, My Iowa! Show is a premier performing-arts event in Le Mars. 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:** 40/100

**Expected Attendance:** 311 people

**Event ID:** 6Z8JUi8qZrYFmHQsDL

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 124 across all properties

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

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<https://becircadian.com/events/oh-my-iowa-show>

Document generated on 6/4/2026, 1:49:54 AM