

OK Cool, Superdime, and Truth or Consequences New Mexico

DATE: Thursday, August 14, 2025
LOCATION: Chicago, Illinois, US

Event Description

OK Cool, Superdime, and Truth or Consequences New Mexico is a premier concerts event in Chicago. 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: concerts

Importance Rank: 41/100

Expected Attendance: 361 people

Event ID: DsDPyr7sbP2ortu2Q3

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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