

Opening Ceremony

DATE: Wednesday, September 10, 2025
LOCATION: Morton, Illinois, US

Event Description

Opening Ceremony is a premier festivals event in Morton. 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: festivals

Importance Rank: 50/100

Expected Attendance: 946 people

Event ID: 87UayLVDbndJQZGs2n

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 378 across all properties

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