

Out North Reads: The House in the Cerulean Sea Meet-Up

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

Event Description

Out North Reads: The House in the Cerulean Sea Meet-Up is a premier conferences event in Evanston. 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: conferences

Importance Rank: 30/100

Expected Attendance: 105 people

Event ID: 6y9FMFU49FT6r8He3E

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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