

# Pitch Your Business + Leverage It with Generative AI (Happy Hour Event!)

DATE: Friday, August 15, 2025  
LOCATION: Aurora, Illinois, US

---

## Event Description

Pitch Your Business + Leverage It with Generative AI (Happy Hour Event!) is a premier expos event in Aurora. 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:** expos

**Importance Rank:** 35/100

**Expected Attendance:** 184 people

**Event ID:** 4mordwb8dc53oZSeeA

## 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.*

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/pitch-your-business-leverage-it-with-generative-ai-happy-hour-event>

Document generated on 6/4/2026, 12:02:17 PM