

Principles First at the Iowa State Fair

DATE: Sunday, August 17, 2025
LOCATION: Des Moines, Iowa, US

Event Description

Principles First at the Iowa State Fair is a premier festivals event in Des Moines. 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: 36/100

Expected Attendance: 200 people

Event ID: 4XfRxYVwwHk5H2a9vi

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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