

Raíces y Alas: Healing the Past, Empowering the Future

DATE: Wednesday, August 13, 2025
LOCATION: Chicago, Illinois, US

Event Description

Raíces y Alas: Healing the Past, Empowering the Future is a premier conferences 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: conferences

Importance Rank: 42/100

Expected Attendance: 407 people

Event ID: 75gwqSPptxXSGZ3bzn

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 163 across all properties

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