

# Songs of Vietnam

DATE: Thursday, October 16, 2025

LOCATION: Wheaton, Illinois, US

## Event Description

Songs of Vietnam is a premier conferences event in Wheaton. 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:** 20/100

**Expected Attendance:** 33 people

**Event ID:** 58tTsvxY8Wy5sSQh2y

## Hotel Demand Indicators

**ADR Impact Index:** 3.2x 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:** 13 across all properties

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