

Studio Saturday: Mini Models

DATE: Saturday, August 23, 2025

LOCATION: Chicago, Illinois, US

Event Description

Studio Saturday: Mini Models is a premier expos 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: expos

Importance Rank: 44/100

Expected Attendance: 523 people

Event ID: C7SWsbe5zyCmZSw3gB

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 209 across all properties

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