

Sugar Land Space Cowboys vs Iowa Cubs

DATE: Tuesday, August 19, 2025
LOCATION: Des Moines, Iowa, US

Event Description

Sugar Land Space Cowboys vs Iowa Cubs is a premier sports 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: sports

Importance Rank: 67/100

Expected Attendance: 7,301 people

Event ID: FbNJC2vUR7p5PaMnW5

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,920 across all properties

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