

# SUMMER SPLASH FEST

DATE: Saturday, August 16, 2025

LOCATION: Chicago, Illinois, US

## Event Description

SUMMER SPLASH FEST is a premier festivals 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:** festivals

**Importance Rank:** 29/100

**Expected Attendance:** 88 people

**Event ID:** Fh2mrwPmsquAc94REw

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 35 across all properties

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

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<https://becircadian.com/events/summer-splash-fest>

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