

# The Fray

DATE: Thursday, August 14, 2025

LOCATION: Chicago, Illinois, US

---

## Event Description

The Fray is a premier performing-arts 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:** performing-arts

**Importance Rank:** 38/100

**Expected Attendance:** 254 people

**Event ID:** 6bKmkBZqYaepfuB4Cf

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 102 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/the-fray>

Document generated on 6/3/2026, 9:44:39 PM