

# The International Gem & Jewelry Show - Schaumburg, IL (August 2025)

DATE: Friday, August 22, 2025  
LOCATION: Schaumburg, Illinois, US

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## Event Description

The International Gem & Jewelry Show - Schaumburg, IL (August 2025) is a premier expos event in Schaumburg. 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:** 66/100

**Expected Attendance:** 6,487 people

**Event ID:** 3tatQrCtXQWyEjQdKz

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,595 across all properties

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

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