

The Journey at 21c: The Conversations That Shape Us

DATE: Wednesday, August 20, 2025
LOCATION: St. Louis, Missouri, US

Event Description

The Journey at 21c: The Conversations That Shape Us is a premier conferences event in St. Louis. 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: conferences

Importance Rank: 35/100

Expected Attendance: 169 people

Event ID: DExNrEWYUMo3zmRAs2

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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