

Third Wednesday: The Sounds of Color with Sara Su Jones and Tatyana Stepanova

DATE: Wednesday, August 20, 2025
LOCATION: Chicago, Illinois, US

Event Description

Third Wednesday: The Sounds of Color with Sara Su Jones and Tatyana Stepanova is a premier expos 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: expos

Importance Rank: 44/100

Expected Attendance: 504 people

Event ID: 9or4xfX4xJUExoq96S

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 202 across all properties

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