

Two Rivers Fest Baking Contest

DATE: Friday, August 15, 2025
LOCATION: Aroma Park, Illinois, US

Event Description

Two Rivers Fest Baking Contest is a premier festivals event in Aroma Park. 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: 52/100

Expected Attendance: 1,204 people

Event ID: CH58uqm2NgACMeHAYg

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 482 across all properties

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

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