

Winter Games Chili Cook-Off sponsored by Hinn Real Estate

DATE: Friday, January 23, 2026
LOCATION: Spirit Lake, Iowa, US

Event Description

Winter Games Chili Cook-Off sponsored by Hinn Real Estate is a premier expos event in Spirit Lake. 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: 33/100

Expected Attendance: 138 people

Event ID: ctA32gfvvnLamGrdho

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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