

SPARGO, Inc.: Unprecedented Demand for Hotel Accommodations at ASCO 2025

The Challenge: Demand for hotel accommodations during ASCO reached record levels in 2025. Maximizing existing room blocks and adding inventory from non-traditional hotels was critical to accommodate the growth of meeting.

The American Society of Clinical Oncology (ASCO) Annual Meeting is the world's largest gathering of clinical oncologists, held each spring in Chicago, Illinois. In 2025, the meeting welcomed more than 44,000 attendees from 166 countries, all seeking access to the latest advancements in cancer research.

Due to the event's importance and global stature, demand for hotel accommodations reached record-breaking levels. Securing a sufficient number of rooms at reasonable rates remained a persistent challenge. Hotels in Chicago often allocate only a limited portion of their inventory to citywide events, with many hesitant to expand commitments due to internal revenue per available room (RevPAR) targets and ownership constraints.

The SPARGO Solution: A Strategic Expansion of the Room Block with Record-Breaking Results

Leveraging decades-long partnerships with Choose Chicago and the local hotel community, SPARGO, Inc. delivered a solution that exceeded expectations. Through proactive negotiations and a strong history of room block performance, SPARGO secured increases to existing hotel blocks and added inventory from non-traditional and previously unaffiliated hotels. By clearly communicating the economic impact of ASCO, SPARGO encouraged broader hotel participation and positioned the event as a citywide priority.

Results: The result was a seamless and positive housing experience for attendees, exhibitors, and VIPs. SPARGO's efforts ensured that thousands of clinical oncologists could attend this critical meeting—supporting the global cancer research community and facilitating vital knowledge exchange.

The Impact: A Historic Milestone in Meeting Logistics

Hotel reservations for the 61st ASCO Annual Meeting exceeded 30,000 on peak night—setting a new record and marking ASCO as the largest annual event in Chicago in terms of hotel room utilization.