

100 th Gooding Pro Rodeo

DATE: Wednesday, August 13, 2025

LOCATION: Gooding, Idaho, US

Event Description

100 th Gooding Pro Rodeo is a premier festivals event in Gooding. 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: 46/100

Expected Attendance: 631 people

Event ID: AH2nZq3ig8z4vV8LEr

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 252 across all properties

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