

11th Annual Missoula Monster Project

DATE: Friday, October 3, 2025
LOCATION: Missoula, Montana, US

Event Description

11th Annual Missoula Monster Project is a premier expos event in Missoula. 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: 49/100

Expected Attendance: 869 people

Event ID: CcBodkF9PQGRufqu9g

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 348 across all properties

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