

Andretti Grand Prairie Holiday Showcase

DATE: Wednesday, August 20, 2025
LOCATION: Grand Prairie, Texas, US

Event Description

Andretti Grand Prairie Holiday Showcase is a premier expos event in Grand Prairie. 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: 42/100

Expected Attendance: 383 people

Event ID: PmgpW4kgo5L5CZbXjN

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 153 across all properties

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