Astonishing Scavenger Hunt - Need for Speed in Sturgis

DATE: Thursday, August 14, 2025
LOCATION: Sturgis, South Dakota, US

Event Description

Astonishing Scavenger Hunt - Need for Speed in Sturgis is a premier community event in Sturgis. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: EY2RprQieQU3uwxjvb

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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