

Auto Loans

DATE: Wednesday, August 20, 2025

LOCATION: Muncie, Indiana, US

Event Description

Auto Loans is a premier expos event in Muncie. 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: 40/100

Expected Attendance: 325 people

Event ID: BCfK3wX8rnoz9Vkd2X

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 130 across all properties

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