

Back to School Bash at Jordan Landing

DATE: Saturday, August 16, 2025
LOCATION: West Jordan, Utah, US

Event Description

Back to School Bash at Jordan Landing is a premier expos event in West Jordan. 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: 52/100
Expected Attendance: 1,226 people
Event ID: 5epL9yu8f3jYKei7CH

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 490 across all properties

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