

# Bike Night At the Marked

DATE: Wednesday, August 13, 2025  
LOCATION: Poplar Bluff, Missouri, US

---

## Event Description

Bike Night At the Marked is a premier performing-arts event in Poplar Bluff. 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:** performing-arts  
**Importance Rank:** 39/100  
**Expected Attendance:** 285 people  
**Event ID:** 5Z6Mm2Gh2T7uKqs6nM

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 114 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/bike-night-at-the-marked>

Document generated on 6/4/2026, 4:15:44 AM