

"Bring Any Ride" Car Show

DATE: Thursday, August 14, 2025
LOCATION: Idaho Falls, Idaho, US

Event Description

"Bring Any Ride" Car Show is a premier expos event in Idaho Falls. 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: 321 people

Event ID: 9BmNY6mjyWQHMG7szX

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: 128 across all properties

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