

Broomsticks & Barrels Pop-Up Race

DATE: Sunday, October 12, 2025
LOCATION: Great Bend, Kansas, US

Event Description

Broomsticks & Barrels Pop-Up Race is a premier expos event in Great Bend. 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: 44/100

Expected Attendance: 500 people

Event ID: 3nEyWVQ5bX32foxDeQ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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