

Butch Gehrig Memorial Car Show

DATE: Sunday, August 24, 2025
LOCATION: Hood River, Oregon, US

Event Description

Butch Gehrig Memorial Car Show is a premier expos event in Hood River. 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: 48/100

Expected Attendance: 836 people

Event ID: 46HNQ9qdZ926ANTgdA

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 334 across all properties

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