

# Car Cruise Night at QLS-Apollo

DATE: Thursday, August 14, 2025  
LOCATION: Apollo, Pennsylvania, US

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## Event Description

Car Cruise Night at QLS-Apollo is a premier expos event in Apollo. 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:** 46/100

**Expected Attendance:** 650 people

**Event ID:** DTBz3rCNEA6VsdSAPY

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 260 across all properties

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

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Document generated on 6/4/2026, 5:04:46 AM