

# Cars & Coffee - August 16

DATE: Saturday, August 16, 2025

LOCATION: Auburn, Indiana, US

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## Event Description

Cars & Coffee - August 16 is a premier expos event in Auburn. 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:** 51/100

**Expected Attendance:** 1,124 people

**Event ID:** 76fYEvxxxDMvbYdubY

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 450 across all properties

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

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<https://becircadian.com/events/cars-coffee-august-16>

Document generated on 6/4/2026, 12:59:50 AM