

CARS & COFFEE: The Free Car Show for ALL!

DATE: Sunday, August 17, 2025
LOCATION: Amherst, Massachusetts, US

Event Description

CARS & COFFEE: The Free Car Show for ALL! is a premier expos event in Amherst. 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: 35/100

Expected Attendance: 174 people

Event ID: 9qf9r9EcF66zHZYSLS

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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