

# [CO: Loveland] Overland Expo MtnWest Camping, Hiking, Trail Ride Adventure Sponsored by Subaru

DATE: Thursday, August 21, 2025  
LOCATION: Loveland, Colorado, US

---

## Event Description

[CO: Loveland] Overland Expo MtnWest Camping, Hiking, Trail Ride Adventure Sponsored by Subaru is a premier expos event in Loveland. 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:** 62/100

**Expected Attendance:** 3,905 people

**Event ID:** 9rXKrbr2SymM8mFsGn

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,562 across all properties

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