

Desert AutoCool & Autoshine present Cars, Coffee & Bagels

DATE: Sunday, September 21, 2025
LOCATION: Cathedral City, California, US

Event Description

Desert AutoCool & Autoshine present Cars, Coffee & Bagels is a premier expos event in Cathedral City. 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: 602 people

Event ID: A53JFEQoXYbkG7L8Kk

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: 241 across all properties

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