

# Dog Days of Summer Dance Festival

DATE: Friday, August 15, 2025

LOCATION: Reno, Nevada, US

## Event Description

Dog Days of Summer Dance Festival is a premier festivals event in Reno. 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:** festivals

**Importance Rank:** 47/100

**Expected Attendance:** 672 people

**Event ID:** ExRB5ZeL6wdB27oXGb

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 269 across all properties

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