

Fall Rooster Motorcycle Rally

DATE: Friday, September 12, 2025

LOCATION: Sweetwater, Texas, US

Event Description

Fall Rooster Motorcycle Rally is a premier expos event in Sweetwater. 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: 38/100

Expected Attendance: 250 people

Event ID: 5JsT7VnWhMjt4tEx9m

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 100 across all properties

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