

# First annual fall fever car show (Muttz to miracles)

DATE: Saturday, August 30, 2025  
LOCATION: Jefferson City, Missouri, US

## Event Description

First annual fall fever car show (Muttz to miracles) is a premier expos event in Jefferson 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:** 45/100

**Expected Attendance:** 544 people

**Event ID:** im93Hwd4vPVtjkrbx

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 218 across all properties

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