

Floor It rocks the Ray Ugowski Jr Memorial Car & Bike Show

DATE: Saturday, August 16, 2025
LOCATION: Oak Creek, Wisconsin, US

Event Description

Floor It rocks the Ray Ugowski Jr Memorial Car & Bike Show is a premier expos event in Oak Creek. 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: 52/100

Expected Attendance: 1,219 people

Event ID: HyDE3SQwqxJ3veEeCU

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 488 across all properties

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

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