

Girls Night Out the Show® at The Outpost Lodge (Pierre, SD)

DATE: Thursday, August 14, 2025
LOCATION: Pierre, South Dakota, US

Event Description

Girls Night Out the Show® at The Outpost Lodge (Pierre, SD) is a premier performing-arts event in Pierre. 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: performing-arts

Importance Rank: 38/100

Expected Attendance: 265 people

Event ID: 4Uf9xusB7aRJwaSZxA

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: 106 across all properties

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