

# Halloween Flash with Aubrey & Shelby

DATE: Wednesday, October 29, 2025

LOCATION: Yelm, Washington, US

## Event Description

Halloween Flash with Aubrey & Shelby is a premier community event in Yelm. 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:** community

**Importance Rank:** 28/100

**Expected Attendance:** 79 people

**Event ID:** 9Ut4epJPpBSpsM3vL5

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 32 across all properties

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