

Hilary Watson Memorial Cutting Horse Show

DATE: Saturday, September 20, 2025
LOCATION: Kansas City, Missouri, US

Event Description

Hilary Watson Memorial Cutting Horse Show is a premier sports event in Kansas 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: sports

Importance Rank: 64/100

Expected Attendance: 5,000 people

Event ID: 32qk6uP2VhxVCpa5H3

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,000 across all properties

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