

Hot Wheels Monster Trucks Live Glow-N-Fire

DATE: Saturday, January 10, 2026
LOCATION: Highland Heights, Kentucky, US

Event Description

Hot Wheels Monster Trucks Live Glow-N-Fire is a premier sports event in Highland Heights. 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: 70/100
Expected Attendance: 10,000 people
Event ID: 4LA5dw3aQGdvAY4aD8

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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