

Howl on the Rock!

DATE: Saturday, October 18, 2025

LOCATION: Rockport, Indiana, US

Event Description

Howl on the Rock! is a premier expos event in Rockport. 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: 45/100

Expected Attendance: 568 people

Event ID: 9TsUfDg4sv6dx2hcCE

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 227 across all properties

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