

Interstates Open House

DATE: Wednesday, August 20, 2025
LOCATION: Fort Collins, Colorado, US

Event Description

Interstates Open House is a premier expos event in Fort Collins. 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: 39/100

Expected Attendance: 270 people

Event ID: 9d792vTXTxc5KR74C9

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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